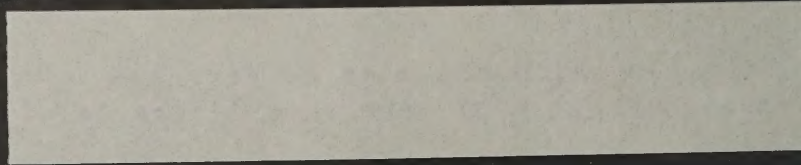


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The Caxton Magazine

ESTABLISHED 1899

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THE CAXTON MAGAZINE

A PROGRESSIVE ORGAN
OF THE GRAPHIC ARTS

Edited by A. E. OWEN-JONES

The General Strike and its Lessons

By JOSH BAILEY (Author of "The Poor Printer")

"Politically, Labour is going to loom much more largely in the future than in the past, and I trust it may be found possible to join our forces with those of the saner and more broad-minded elements, to our mutual advantage. Orthodox Trade Unionists are all right, speaking generally, but they need our help and support to check the unauthorised movements of the Bolshevistic extremists. It is by them that industrial peace and commercial progress are threatened.

"Working men, like ourselves, have their limitations, and, much as I admire them, I believe them incapable of guiding their own or the Nation's destinies unaided by at least a leaven of highly-educated men possessing experience, technical knowledge, and the essential qualities of leadership."
—("THE POOR PRINTER.")

MENTALITY OF MEN'S LEADERS.

IT is some eight or more years since those prophetic words were written, but it has needed the General Strike to prove their absolute truth. Not only have the qualities of leadership been missing, but the mentality of the responsible officials has positively amazed us. What will the rank and file do about it? Their solidarity has been remarkable enough, but it is a matter of point of view, surely, as to whether their attitude has connoted loyalty or docility. Let the leaders take what few crumbs of comfort are left from their feast of futility; the ordinary observer will discount the "loyalty" claim and see in the men's passivity additional evidence to prove that the minority rules and drives and the majority obeys—and sulks.

But that is a domestic affair. Let us look more deeply into root causes and effects.

Trades Unionism itself is not in question, and certainly not in danger. It has become established as part of our industrial life, and no one who counts wishes to see it disappear. As the servant of Industry, Trades Unionism occupies a useful place, but when it aspires to the chief position and would become over-lord and dictator, it is time to bring it back to earth and to a proper realisation of its limitations.

By allowing to become current such plausible, but entirely fallacious, parrot cries as "Wages must come first," and "Wages before profits," to let them be repeated as though gospel truths, we pave the way to discontent. The fact is that economic values set the standard both of wages and profits. Unless our goods can win and keep their place in the open market they will not earn profits, and without profits wages will disappear, for the simple reason that the money to pay them will not be forthcoming.

The new type of irresponsible but voluble trades union leader would have us believe that economic laws can be twisted to the workers' advantage, that wages sufficient to ensure a high standard of living should be paid, and after that—not before—selling prices should be fixed. How simple it seems? All an industry has to do is to pay big wages and prosperity will follow, for those wages, they argue, will be freely spent and every trade

will thus be made busy and commerce will thrive. Even the more sober Labour leaders, ex-Cabinet Ministers, were led into making declarations in support of this silly tail-eating method of living happily.

Let us try to re-establish this elementary economic truth: selling prices are fixed, ultimately, by competition at large, and not by the individual producer. The present industrial upheaval is conclusive proof of that. Our coal was no longer wanted because of its high price; it was beaten in the world's market; Germany and France were selling where England sold before, and at considerably lower prices; and the miners of South Wales, Yorkshire and Durham found, like Othello, their occupation gone.

TRADES UNIONISM NOT A RELIGION.

It is a common mistake to assume that Trades Unionism is the "religion" of the worker. That is what its leaders would have us believe. The fact is that not more than one Trades Unionist in ten is a devotee: the other nine are passive payers of dues or fees to entitle them to work in Union shops without interference. One in ten, no more, attends the club meetings, elects the officers (himself by preference), and becomes the high priest of trades union orthodoxy.

Give the nine their absolute freedom, or even the measure of freedom exercised by members of employers' associations, expunge the word "black-leg" from Labour's vocabulary, transfer the superannuation funds to official or independent trustees, and see how many employes of good honest employers would continue to pay into the Union. If the men's leaders have faith and courage, let them put their Cause to this acid test and see what happens. Not that they are likely to do it: they daren't, for they know that would be the end of the present abuse of the system, and the exercise of a species of physical force. Much as they may prate of freedom and democracy, they know that the Trades Union hierarchy forbids liberty of action and is autocratic in essence.

This is not a political article, but one observation, perhaps, may be permitted. The student of politics will doubtless have noted that organised labour failed in the General Strike because it was

essentially tyrannical, just as the first Labour Government went down through its trafficking with that colossal tyranny—Russian Bolshevism—whose first act was to exterminate the educated Russian people, that would not imbibe its pernicious doctrine.

It would appear that the leaders of organised Labour, having no use for freedom in their own ranks, had forgotten the chief characteristic of their Motherland. The sooner they learn that no blend of revolution will intoxicate or intimidate Britishers into acquiescence, the better it will be for their Unions, and, what is of much more importance, the quicker will the whole of the people of this great country regain that prosperity and happiness they have waited for so patiently and so long.

At the time of writing the disastrous Coal Strike is still unended, inflicting misery on those workers directly concerned, and on others drawn in in the manner inevitable in all forms of warfare. They will continue to suffer while arrogant leaders are allowed to assume an attitude of uncompromising selfishness of the "Not a shilling off" and "Not an hour on" order. One imagines that the whole miserable dispute could be settled in an hour if the leaders on both sides were prevailed upon to take a nice sea voyage for the benefit of England's commercial and industrial health.

POLITICAL AMBITION THE CANKER.

We should remember that Trades Unionism in its original conception knew nothing of politics. It was willing to take all it could get from either of the elder parties, and if its leaders entered Parliament it was almost invariably as Radical-Liberals. The membership of the Unions grew and the socialistic Independent Labour Party took control. From that day the spirit of the movement changed, and from being an organisation simply to represent the workers of an industry in what was called "collective bargaining," it aspired to frame the laws of the land for its own benefit at the expense of the community at large.

Then came the War, to prove that the nation was sound at heart, and that the working man was a patriot first, no matter what besides. If any of us feels inclined to blame, let him bear in mind the heart-rending disappointment of those brave fellows who came home from perils and discomforts to find a country suffering from trade depression, and unemployment rife on every side. Their Motherland, which was to be a "country fit for heroes," could offer only a stone when they needed bread, and had perforce to deny them a place in which to rest because the building trade forbade acceleration and refused outside help in the erection of houses.

Is it to be wondered at that the voice of the agitator found in them ready listeners to the libels on Governments, public men and institutions, and on employers in general? Class warfare was not likely to be unpopular in such circumstances, and the preachers of it found themselves unexpectedly raised from their former state as dubious characters to be apostles of the new freedom. Let us remember these things before condemning working men for apparently going "Red."

But here we observe the strange contrast between politics in theory and in action. The exercise of the vote may be, and in fact is, a commonplace affair, but the spirit of competition it engenders has the effect of turning men's minds from realities to something unworthy, of submerging vital

issues in the current of personal ambition and the eddies of frothy passion. In short, the man who was a tolerant level-headed negotiator in a domestic industrial dispute is now of two minds, one thinking of the rights of the trouble, the other scheming how it can contrive some spectacular action which will add to his own political importance. If it should be thought that this picture is a false representation of fact, one may easily verify it by watching the doings of organised Labour at its annual congresses. No wonder politics are held in such small respect when they spoil so many good men; it is unquestionable that a trades union negotiator with political ambitions is a danger to industrial peace.

MENTALITY OF EMPLOYERS.

Having dealt at some length with the mentality of the men's leaders, it is fitting that we should look into our own processes of reasoning. It is vastly to the credit of employing printers as a class that they took a generous view and saw the immediate post-war outlook through the spectacles of their workers. Whatever might be said of capitalists at large, the master printer of every degree of importance was wishful of giving to his employees a brighter life and a higher standard of living. The outcome, as we know, was higher wages, shorter hours with pay and other benefits far beyond anything thought possible a few years before. It happens occasionally, however, that our actions of impetuous goodwill do more credit to our hearts than to our heads, and it is questionable whether that will not be the verdict of our successors on our post-war magnanimity. It would be niggardly in us to grudge or regret, but that should not prevent our taking stock of results.

We were told quite confidently that the shorter hours and better conditions would not reduce the output from our factories; in fact, we were almost persuaded that the fewer the hours worked, the greater would be the production. We were also led to believe that holidays with pay would become universal in all industries, and felt that it would be rather nice to be the pioneers in so worthy a movement. Strangely enough, the rest of the industrial world didn't follow our example, and certainly did not agree with the pleasant forecasts of greater output and higher profits resulting from this practical gesture of brotherly love. Instead, they did not hesitate to tell us that we were in one of those sheltered industries that set up false standards and caused discontent among those employed in competitive trades. The shipbuilders, engineers, iron and steel manufacturers (the printers' best customers, by the bye), all fighting against the heavy odds of foreign competition and inflated currencies, found their task of keeping peace with their employees made much more difficult.

And if we are honest, we must admit that we set up precedents and came to momentous decisions without a thought as to their effect upon those we relied upon for our orders. We never visualised ultimate effects, so anxious were we to make the world of the day a better place to live in. Our hearts welled over while our heads took a holiday. Soon followed in the train of our example other workers in sheltered industries, road-sweepers, tram conductors, and all those employees of city and State, whose wages are paid out of the earnings of others. The anomaly of skilled mechanics receiving far lower pay than dustmen is the climax of an absurd situation.

In what measure the printing trade is responsible, if at all, for setting the fashion, is a matter of opinion, but it is complained of us with some show of reason that expenditure in the sheltered industries should be regulated by what the primary trades of the country can afford in face of foreign competition. To allow the secondary industries, those whose province it is to serve the more vital ones, to set the pace of spending, irrespective of the state of the general finances, is obviously to invite trouble.

Industrial Britain is staggering under a too heavy load of taxation: its services are too costly, and it must be remembered that those services include not only publicly-supplied gas and electricity, trams and 'buses, sanitary and other amenities of a healthy communal life, but just as surely they include printing, stationery, and all those goods produced by our sheltered industry for use of the major enterprises that thrive or languish according to the success with which they compete for foreign business. It follows, therefore, that every penny added to cost of printing finds its way ultimately on to the cost of production of the articles Britain exports to the foreigner. The world's commerce has become so interdependent and so sensitive that, for example, the least price movement in the corn markets of Chicago affects the pocket of the smallest farmer in the most remote corner of rural England. Before we lightly agree to any further request or demand calculated to add to present day cost of producing the goods we sell, it would be as well to remember these things, to learn to think imperially, and not indulge a parochial mentality at the expense of national commercial stability and prosperity.

HAS INDUSTRIAL WELFARE FAILED?

One approaches the question of Welfare with some trepidation. One must face charges of being a reactionary for daring to suggest that the idealists have failed in their calculations, but the risk must be taken in the interests of truth. There are still many public men of note who declare the only cure for industrial ills to be co-partnership and co-operative management. They will be found on investigation to be theorists or monopolists, and not the principals of highly competitive businesses. It will be said by some that Welfare has not been given a chance, or that where it has failed the fault lies chiefly with the employer. It is open to controversy, of course, and it will be all to the good if those who have had, or at present have, welfare schemes running in their factories, will confirm or challenge the conclusions arrived at and herein set forth by one of many who have tried and failed. Whatever doubt there may be as to the effect of what we call Welfare on our workers, one fact admits of no question: it is that when the late General Strike was ordered, good employers were deserted by their employees quite indifferently with the rest, and co-partnership and profit-sharing schemes, holidays with pay, superannuation funds and long-service bonuses, all failed to keep Trades Unionists working loyally at their jobs. Indeed, many of the most notable among the exponents of industrial welfare suffered first, among them warm-hearted philanthropists in the cocoa and chocolate-making industry; the great businesses built up by the late Lord Leverhulme, who even favoured a six-hour day and distributed thousands of pounds to the staffs participating in the companies' bounties; leading London and provincial newspapers, and the many other concerns,

printing enterprises among them, who gave lavishly to and paid handsomely the employees they vainly thought valued their jobs more than they cared for their Unions. But when the order was given to down tools, the beneficence of many years counted for nothing.

These examples are not cited to find fault with the action of the men themselves, most of whom went out reluctantly and without the slightest feeling of illwill towards the masters. In many cases the best of friendly relations existed between model employers and the workers, who were mostly real good fellows. The point is that all these welfare schemes and extra benefits failed to have the slightest favourable effect when the crisis came.

Discussing the General Strike and its dismal aftermath, a friend made this trite remark: "You cannot buy industrial goodwill with money." How true that observation is does not emerge until one has thought about it a bit. It involves the whole question of Industrial Welfare. Was Mr. Whitley as right as many of us thought him to be?

The desire for betterment is still there; most of us wish to see a higher standard of living in the land, but frankly how many active disciples has Mr. Whitley's full scheme to-day? And why? We were told by the publicists, the economists, the experts in health and hygiene and super-idealists of every shade and complexion, that if the employer looked after the physical and moral welfare of his helpers, if he cooked their dinners and warmed their socks, so to speak, those helpers could and would do more work in an eight-hour day than previously they had done in a nine-hour day. It was said that disputes would not occur if we set up these Shop Committees and allowed our workers to have a voice in the management of the factory, and many of us believed it, too.

What has experience taught us? Let us answer ourselves honestly. Have we not found that a working man doesn't want mollicoddling, that he just wants to be left alone to go his own pace in his own way, even if that way leaves much to be desired? If he aspires to better and higher things, he will find them for himself; if he is provident, he will save money and make provision for himself and family; if he likes making a noise, he will attend some sort of meetings where he can let off steam. But he will do all these things in his own way; and if his employer tries to do them for him, he will be suspicious and look for the "snag" or "catch," which he will persuade himself is there if only he could find it.

This view may appear dismal and exaggerated, but the facts are indisputable. A good workman doesn't need doles, and spoon-feeding is as likely as not to produce results the exact opposite from those hoped for. A workman's goodwill cannot be bought with gifts, but he will respond to personal contact and kindly consideration if backed by fair conditions of labour and a square deal.

Our experience teaches us, too, that there is much more good in human nature than bad; not only so, but than even a desire to be disagreeable. A typical British workman is all for a quiet life in the main: he isn't a Trades Unionist because he wants to scrap with his boss, but because the other fellows are Trades Unionists. He doesn't even trouble who runs the blanketty Union so long as they will leave him in peace to dig his garden and smoke his pipe. And yet we employers cherished the delusion that this same British workman wished to help to run our business and socialise

industry generally. He doesn't, despite the urging of the red-tie chap who runs his Union and argues that capital is criminal and all that claptrap.

It would be interesting to discover the exact psychological impulse urging welfare schemes on different employers. There is doubtless a fair percentage of them who accept such schemes at their face value, who believe that economically they are a good investment. There are others who simply spend money in this way as a gesture of unaffected generosity towards those not so fortunately placed as themselves; and there are still others who have dispensed largesse in the form of welfare as an insurance against unrest. These last have seen how futile their effort has been, and it may not be too much to expect that they will now admit that it has also been unfair to their competitors less able to afford the cost than they. For years past the wealthy London and provincial newspaper owners, and a few large commercial printing houses, too, have caused the trade negotiators to go into conferences with one hand tied behind them, so to speak. Their attitude has been: "We would rather pay than have trouble; we have never had a strike, and are not going to have one now; we shall therefore meet our men's demands." It must have been a great shock, as in fact we know it was, when their Trades Union employes obeyed the General Strike order without caring a jot what happened to the newspapers upon which they had been engaged, or to the urgent orders of the commercial houses.

It is the duty and responsibility of employers to direct and control, and they cannot escape by the payment of doles. Close personal contact with one's men, a wide sympathy with their aspirations and a reputation for fair dealing will bring the best out of one's factory staff, whereas spoon-feeding is calculated to, and in fact does, develop favouritism to the detriment of honest work and the encouragement of fawning hypocrisy.

WHAT OF THE FUTURE?

If the General Strike has proved anything, it is that the rank and file is willing to be led; and if their employers will lead them wisely they may achieve greatly; but if they leave the job to others, and those others more concerned with political unrest than the smooth working of industry, they must not be surprised if strikes become popular.

And in that thought lies the explanation. With the tendency for small businesses to be merged into big corporations, personal contact between employers and men has been lost. The homely-minded worker missed the fellowship of his old intimate chief and resented the comparatively soulless regime of the new management. That marks the place where the politically-minded Trades Union agitator jumped in. The printing trade fortunately has not produced many of that type, but we are entitled to ask all the same if the sort of Trades Unionism we printers have seen during the past few years has been cricket? In the printing trades the men's leaders, not satisfied with "driving us to the boundary" and obtaining better wage, time and holiday concessions, are constantly trying to steal tricky runs in the shape of re-grading and extra pay for improvements in machinery that they have done nothing to invent, or even to suggest, and entailing no additional work to the operator. And from experience we know that the principle, if such it can be called, underlying the re-grading claim is to increase the wages in a district to correspond with some adjacent large town, with

no regard for equity, and if successful to immediately demand an increase for the latter on the grounds that the cost of living there is higher and that the rate has always been so much higher than in the re-graded district. They know, too, that there is a temptation to those employers of narrow vision in the higher-grade towns to help to bring up the wages of the lower ones to their level, on the plea of making competition from the lower grades less severe.

In the interest of the trade at large, a warning against anything so unfair is necessary. We should not be led away by specious argument into doing anything to penalise the small employing printer. The chief duty of the leaders is to protect and encourage those who are not strong enough to fight their own battles. A little man is far less dangerous within the ranks than without, and, not being able to spare time to attend meetings, he probably feels that his interests are subordinated to those of the more important firms. The grading system already reacts very unfairly in numerous instances, and if there is to be any revision it should be to make things easier and not more difficult.

Finally, one is entitled to ask why Trades Union discipline was so effective in the General Strike, and so ineffective where, as has so many times happened, certain sections have refused to accept decisions agreed to at joint conferences of employers' and men's delegates. British industries need a long period of peace: all contentious matters should be put to sleep for a few years, and each side be content to hold what it has. If, however, there is to be unrest, employing printers should not always be the defending party, but show that they have grievances of their own, and not be afraid to attack boldly to get them set right. That suggestion is put forward not as a provocative challenge, but as an indication of the trade's attitude to any proposal which aims at prolonging strife and bickerings when the industrial world is aching for a quiet life.

To sum up, we have no quarrel with Trades Unionism, but only against the abuse of its legitimate aims; we blame our men only for the readiness to be advised against their better judgment to do something to jeopardise their means of livelihood; we want labour to enjoy a higher standard of living in so far as competition will permit; we deprecate unfair treatment of the men by any employer, but expect loyalty and their best endeavour from our staffs in return for a square deal; and finally we, the ordinary run of employing printers, ask for the confidence of our employes, for a fair day's work for a fair day's pay, and a realisation that strikes and strife profit no one, and that what this country is most in need of is Peace and Goodwill among all sections of the community.

Tags and Labels

WE have received from Messrs. Fisher Clark & Co., Ltd., Boston, their latest samples of Tag Craft. These include all manner of tickets, marking tickets, pricing tickets, gummed tickets, embossed tickets, as well as every conceivable kind of label and tag. This wonderful collection includes some very distinctive bordered luggage labels, of a very smart appearance. Down to the last detail attention is paid to this work, and this unique collection is a tribute to the concentration of a large house on this one particular form of service.

Annual Meeting of Federation of Master Printers

Report on the Strike Settlement

THE Twenty-sixth Annual General Meeting of the Federation of Master Printers and Allied Trades of the United Kingdom of Great Britain and Ireland, originally planned to take place at Eastbourne on May 11, but postponed owing to the General Strike, was held at the Holborn Restaurant, London, W.C.1, on June 9, 1926, Mr. W. Howard Hazell, J.P., President of the Federation, occupying the chair.

ANNUAL REPORT.

The Annual Report of the Federation Council for the year ended March 31, 1926, was presented as follows:—

The year under review has been one of great activity, especially in labour and legislative matters. The policy of the present Government in social and commercial legislation has had a widespread effect on industry, and the Federation has been actively concerned in many measures that have been before Parliament.

The year has been marked by the setting up of a number of progressive schemes that denote definite advances in our industrial development. A report on Profit Sharing, incorporating suggested schemes that are suitable for different kinds of printing establishments, has been issued. A Court of Arbitration for the settlement of commercial disputes has been set up in collaboration with the paper merchants. A Staff Pension Scheme has been prepared and issued for the benefit of those firms that wish to give security to their employees and add to the goodwill of their businesses. The scheme for the Standardisation of Paper has been firmly established, and there is a growing accession of supporters among paper merchants and printers.

The year has been marked also by a growing optimism in the general trade outlook. There is definite statistical evidence that British industry is rising from the depression that has afflicted it during the past five or six years. It remains to emphasise the importance of developing sales organisation—the side of the printing industry that has, perhaps, not received sufficient attention.

LABOUR.

Except for the publishers' dispute, to which the Federation was not a direct party, there has been no serious disturbance in the industry on account of labour troubles. At the same time the work of the Labour and National Wage Basis Committees, under the chairmanship of Col. H. Rivers Fletcher, assisted by the Vice-Chairmen, Major Maurice Clowes and Mr. J. A. Stembridge, has been very heavy. The Grading Sub-Committee has visited seven centres—Middlesbrough, Penrith, Leeds, Halifax, York, Manchester, Chester—and taken evidence from eighty-one towns in the North of England and North Wales and Belfast.

Other matters dealt with by the Labour Committee include an application from the London Society of Compositors for an increase of 7s. per week, which was not granted, and a demand from the London Machine Rulers (now a branch of the N.U.P.B.M.R. and P.W.) for extra rates on special machinery, which involved an increase in wages to 90 per cent. of their members. Negotiations have been going on with the N.S.O.P. & A. for an agreement on wages and working conditions of clerks employed in printing establishments. The negotiations have been confined to a number of the larger houses in London mainly engaged in the production of weekly periodicals.

The present and prospective shortage of labour is felt to be a serious matter, especially in many sections of the industry. An exhaustive inquiry as to the number of apprentices now being trained has been completed. Each of the Unions is being approached in turn on the subject of admitting additional apprentices, and conferences have taken place with the L.S.C. and the Amalgamated Society of Lithographic Printers.

CONTRACTS, LEGISLATION AND TRANSPORT.

The task of the Contracts, Legislation and Transport Committee has been onerous in the past year. Under the valued guidance of Mr. E. G. Arnold, the Chairman, much good work has been done. Deputations on which the Committee has been represented have waited on Cabinet Ministers during the year on the Rating and Valuation Bill, Postal Matters, the Merchandise Marks (Amendment) Bill, and on the subject of Wrapping and Packing Paper, on which a duty of 16½ per cent. has been placed.

The Committee was largely responsible for having the bulk of printing and binding machinery exempted from rating, and those firms that have been rated for machinery will be relieved of a considerable financial burden after 1928, while those that are not now rated will be protected from the legal liability to be rated that existed before the passing of this measure.

The Committee was also successful in having certain papers in general use among printers deleted from the schedule of imported wrapping and packing papers that are dutiable.

A statement summing up the alterations introduced by the Widows, Orphans and Old Age Contributory Act and the amendments to the National Health and Unemployment Insurance Acts and a complete schedule of the new rates was issued to the whole of our membership.

The long-expected Factories Bill will, the Home Secretary has definitely stated, be introduced during the present session of Parliament. A number of drastic changes are anticipated, and the interests of our members will be carefully watched, and much valuable work has been done in scrutinising proposals embodied in Bills already put forward.

The Economy Bill seriously affects those printers with contracts for the Voters' List, as it reduces these from two to one per annum. Efforts have been made to obtain more time for the execution of this contract.

It has been possible in this short space to indicate only a few of the leading points dealt with during the year.

COLLECTIVE ADVERTISING.

The two campaigns that have been completed by this Committee in the past twelve months have been very favourably received. Many reports indicate good results in the form of new business. These two campaigns have covered the needs of printers who can turn out elaborate work and those whose plant is limited. The Committee is convinced that much good work can be done by continuing its efforts, and it feels the great need of an educational policy which will stress the importance of the sales side of printing businesses.

In addition to these two schemes, a series of poster stamps have been issued to every member of the Federation, which urge the use of more print as an impetus to sales. Posters have also been widely distributed bearing the Federation advertising slogan: "Print More—Sell More!"

The Committee organised a successful Printing and Engraving Session at the Advertising Convention at

Blackpool, and was responsible for a successful Exhibition of Printing for Advertisers held in the Art Gallery there during the Convention.

ORGANISATION.

The request made to members for returns showing the numbers on their staffs and how these were distributed over the various occupations brought replies from 75 per cent. of the membership. This shows a marked improvement in the organisation of the industry, and is an encouraging indication that the great body of our members appreciate the need there is in complex modern industry for supplying confidential information to headquarters. The information received has been invaluable in supporting the demand the Federation is making to the Trade Unions for a greater number of apprentices.

The visit of the Federation Secretary to Canada and the United States to study methods of organisation aroused widespread interest, and many valuable suggestions have been made as a result. It is hoped to arrange for representatives to attend the Typothetae Convention next October at Detroit and to inspect a number of printing offices in the States.

COSTING.

The Costing Committee, under the President's guidance, has carried on its work with customary vigour. Installations and revisions of the Federation system have been made by the Costing Staff in all parts of the country.

After some years of discussion a scheme for the standardisation of the methods of dealing in paper was signed by the Federation and the National Association of Wholesale Stationers and Paper Merchants. Some time will elapse before all the existing stocks can be converted to the new 1,000 sheet basis; but the number of printers and stationers who have adopted the new methods is steadily increasing. About nine months after the agreement was signed a similar form of standardisation was adopted in the United States. The Committee is making inquiries into the possibility of standardising process blocks and plates, and hopes to introduce standardisation in other sections of the trade in order to lessen cost and eliminate errors.

FINANCE.

The finances of the Federation continue to be in a sound position. Rules of the Federation Benevolent Fund have been drawn up and approved, and the Fund has already been of assistance to several members or their dependants.

The Alliance Treasurers have responded well to the Federation Treasurer's request to remit contributions more promptly to headquarters, with the result that our reserves are being strengthened satisfactorily.

COPYRIGHT.

Following a recent decision in the Courts (*Kolynos v. Con Planck*) it would appear that certain classes of advertising printed matter, like cut-outs, etc., which are reproductions of original artists' drawings, are not protected by the Copyright Act, and require to be registered under the Patents and Designs Act. The effect of this will be very far-reaching, and a special sub-committee is working under counsel's opinion and in conjunction with the Imperial Arts League to try to have the law altered.

JOINT INDUSTRIAL COUNCIL

The Joint Industrial Council continues to increase the scope of its operations and to give good service to the industry.

The dispute in the publishing trade which spread to binding and printing establishments was confined within its original limits to the advantage of the whole industry.

The Conciliation Committee has intervened successfully in a number of minor but important points of difference that have arisen.

The Health Committee is doing important work, and is advising and supporting a statistical inquiry into

health conditions in the printing trade undertaken by the Medical Research Council.

Much good work is being done in seeing to the better training of apprentices, and there is a growing number of schools where technical instruction is given in all sections of printing. The Apprenticeship Committee is shortly issuing a schedule of all the technical institutions in the country.

The offer of £1,000 by the President to found a scholarship to be available for sons of members of the Federation is an outstanding instance of the interest taken in this important work.

The War Orphan Fund Appeal was as successful as usual, and this year a further effort will be made in June to raise £6,000.

THE CHAIRMAN'S ADDRESS.

In moving the reception and adoption of the Council's Report, the Chairman said: There are a few points in the report on which I should like to touch. You will realise that I am not referring to the twelve months, or rather thirteen months, of my office as president, but the twelve months which ended on March 31. Therefore, the record is one of comparative peace and, I hope, of moderate prosperity for all our members.

MARKS OF PROGRESS.

We were enabled during that period to carry on the constructive work of the Federation with a report on profit-sharing and the setting up of a Court of Arbitration for dealing with disputes that may arise between ourselves and our suppliers. A Staff Pension Scheme was formulated by General Bemrose and approved for the acceptance of members. The scheme for the standardisation of paper, for which an active campaign had been carried on for about seven years, was at last accomplished. I had the pleasure of signing the agreement about twelve months ago. It is interesting that in this case we are in advance of America, and what we decided to do last summer the United States are doing this year. The Collective Advertising Campaign was carried on with considerable success, and I hope that in future more master printers will support that movement, greatly to their benefit and to the benefit of the trade of this country. We master printers are too modest, and we do not advertise our wares and our service to the community sufficiently. I hope in future this movement for impressing upon the traders of the country the advantages of printing more and selling more will gain force from year to year.

LABOUR.

Although we had no serious labour dispute last year, the Labour Committee, under the presidency of Colonel Fletcher, was very active, and numberless meetings were held. We had the difficulty of the strike in the publishing trade, in which our industry was not directly involved. Colonel Fletcher was assisted by the vice-chairmen, Major Maurice Clowes and Mr. J. A. Stembridge, and I feel sure he was very glad to have their assistance in dealing with questions of re-grading and apprenticeship. Mr. W. B. Wykes also presided at some of the meetings of the Re-grading Committee. These meetings are not yet concluded, but they are postponed to an indefinite date at present. The question of apprentices was dealt with, and, as a result of the census we took amongst our members of the number of apprentices in each office, our members in many instances found they had not as many apprentices as they were entitled to, and the mere fact of drawing attention to the number they might have led to additional apprentices being employed.

But, even when the full number permitted under the regulations of the trade unions is engaged, we consider there are not enough young men coming into the industry to maintain an adequate supply of craftsmen in the future. This is a very urgent question, and I hope that the Federation in the immediate future will carry on active negotiations with the trade unions in order to get a more reasonable number of apprentices. We must look not to next year, but to seven and seventeen years ahead. If we are lax in our efforts now, our industry, and consequently the country as a whole, will suffer, because, for a sheltered trade, we have not secured a reasonable number of young men coming in.

LEGISLATION.

The work of the Contracts, Legislation and Transport Committee has been carried on with great efficiency under the active chairmanship of Mr. E. G. Arnold. They have dealt with various matters—the Merchandise Marks Act, Postal Rates, Packing and Wrapping Paper Restrictions. The work of this Committee is not always in the limelight, but there is no committee of the Federation which is more active in safeguarding your interests and making representations to Government departments that are dealing with such matters. One result of their work has been that the rating has been altered, and printing and binding machinery is now exempt from rating. That prevents an increase of rates to houses where machinery has not been rated in the past, and will reduce the rates in other houses which have unfortunately had their machinery rated hitherto. The Economy Bill—which was not an economy bill for printers—has reduced the number of Voters' Lists by 50 per cent. The Committee has endeavoured to secure extra time for printing the one list per year authorised under that Bill.

"SIMPLIFICATION."

The Costing Committee has carried on its work. The most noticeable feature has been the standardisation of paper, and I hope that any master printer who has not been wise enough to adopt these improved methods, and by so doing lessen his errors and simplify his methods of working, will do so immediately and so assist this campaign for improved and more scientific management in our factories. This movement for standardisation is only one part of the scheme the Costing Committee has set before itself. We are trying to standardise the thickness of stereo plates and electro plates and of halftone blocks, and we intend to go forward still further with an extended campaign for standardisation, or simplification as it is called in America. Anything that can be done to limit the multitude of calculations and the possibilities of mistakes must be of advantage to us, and ultimately will reduce the cost of production to the benefit of ourselves and the community. The terminology of binding phrases and descriptions has been considered by various committees, and also matters connected with lithography, and if we had had the Cost Congress at Eastbourne, special committees would have met to consider with a view to adopting those definitions. At the Council meeting this morning, it was decided that it is most desirable that meetings of master printers interested in binding and lithography should be held about the middle of July in order that the recommendations of the Costing Committee may be considered, and, if approved, adopted nationally, for the benefit of the whole trade.

The decision on the copyright question (Kolynos v. Con Planck) raised a serious difficulty for the printing trade. Hitherto it has been thought that where a printer originates a design and issues it he retains the copyright, but by the decision in the Courts a cut-out design must be registered. We hope by co-operating with other bodies interested in this question ultimately to secure some modification in the law, so that we shall not have to register under the Patents and Designs Act every cut-out or shaped model.

THE FUTURE OF THE J.I.C.

The Joint Industrial Council has carried on its work. Whatever it has done in the past, I believe it has more work, more valuable work, to do in the future. I hope as a result of the recent General Strike the trade unions will place their reliance more in the methods of conciliation of the J.I.C. The Council considered this question this morning, and decided that we should do what we can to strengthen that organisation in order to adopt conciliation instead of conflict.

THE FEDERATION SECRETARY.

Those are the principal points in the work of the past year, but I cannot close without referring to the work of the staff at Old Bailey. Presidents come and go, but good secretaries do not come and go. We have in Mr. Goodwin a secretary who goes on from year to year, who introduces the incoming president to his responsible and difficult duties. When he has trained that pupil for twelve months, the pupil leaves the master, and he has to begin with another pupil. During my year of office I have been extremely grateful to Mr. Goodwin for the courteous, cheerful, helpful assistance he has given me, and also to the other officers of the Federation. I mention Mr. Goodwin by name, but when I refer to him I also include the other members and officers in the Federation. All have worked to the best of their ability and wholeheartedly in the interests of the Federation.

OPTIMISM.

Such is a brief summary of what has happened in the past year. I am afraid my successor a year hence will have to report on matters which have not been quite so satisfactory. We have passed in the last few weeks through the first, and I hope the last, General Strike. We should not have a pessimistic or gloomy outlook for the future. If we can get the coal dispute settled, I believe we may recover faster from the difficulties and dangers of the past few weeks than many people believe, and if that recovery of trade which is so long overdue comes, all our members must benefit by the improvement in trade. Therefore, I would like to end my remarks with a hopeful, optimistic outlook on the immediate future. I beg to move the acceptance of the report.

Sir Cecil Harrison (London) seconded the adoption of the report, and it was adopted unanimously.

FINANCE.

Mr. Edward Unwin (Treasurer) moved the adoption of the accounts and balance sheet for the year ended March 31, 1926, duly audited and signed by Messrs. A. C. Roberts, Wright & Co.

THE BENEVOLENT FUND.

Mr. W. B. Wykes (Assistant Treasurer), seconding the adoption of the accounts, said that two years ago the annual meeting had authorised the

setting aside of 2½ per cent. of the Federation income from subscriptions to a Benevolent Fund. Two grants had been made from this fund. One had been a grant to a widow of a master printer; the other, a pension of 10s. per week for at least twelve months to a master printer. In the second case the local association had supplemented the grant by a payment of 20s. per week. Letters received showed how much the fund was appreciated. The fund had had a windfall in the form of a subscription of £100 from the Liverpool Association—a lead he commended to other associations which had surplus funds.

The accounts and balance sheet were unanimously adopted.

The following resolution in relation to the Benevolent Fund was proposed by Mr. W. B. Wykes, seconded by Mr. J. MacLehose, and carried unanimously, for the purpose of making the Fund free of income tax: "That the Finance Committee be authorised to prepare a Trust Deed which would provide for regular annual payments for a term of years to the Master Printers' Benevolent Fund, and the office bearers of the Federation be instructed to sign such deed on behalf of the Federation.

THE PRINTING TRADE AND THE GENERAL STRIKE.

The Chairman then called on Lt.-Col. H. Rivers Fletcher, Chairman of the Labour Committee, to report on the negotiations with the trade unions arising out of the General Strike.

Colonel Fletcher said: Three courses are open to me—first, to say that we laboured for five days, and came to an agreement, and that was the best we could do; second, to read the minutes, which consist of 136 closely typewritten foolscap folio pages—that would take about 10½ hours. You will probably wish me to take a mean course and give you a résumé of the main points. I must take you back to May 1, when we were first informed there was to be a General Strike and that the printing trade was likely to be involved in the first line of action. On that evening the President, the Secretary and myself were in constant telephonic conversation, and a paragraph to the Press Association was drafted giving our views that the printing trade was not likely to be involved in the strike because we were confident that our workers, with whom we had agreements, would abide by them and give the statutory notice. That was the last publicity we were able to obtain for some time, and, although it did no good and proved to be only a pious expression of opinion, I do not think it did any harm, and it marked our position. As a result of further conversation later that evening and on the following day, the President decided that it was impossible at such short notice to call a meeting of the Labour Committee for Monday—the only possible day in view of the certain cessation of railway facilities—and as an emergency measure a special committee was called together consisting of the office bearers of the Federation, the Chairman and Vice-Chairmen of the Labour Committee, the President of the London Alliance, certain past-presidents who were available, and certain prominent London printers, such as Sir William Waterlow, Mr. A. Bennett, of Messrs. McCorquodale's, Sir George Rowland Blades, and others.

One of the first things done on Monday morning was to communicate with Mr. A. E. Holmes, Joint Secretary with Mr. Goodwin of the Joint Industrial Council and Secretary of the Printing

and Kindred Trades Federation, and with Mr. W. C. Warren (a member of the Labour Panel), Vice-Chairman of the J.I.C. General Bemrose, Chairman of the J.I.C., had previously been communicated with. Mr. Warren and Mr. Holmes were asked if they thought the J.I.C. could do any good to prevent the crisis that eventually took place, and they expressed their personal opinion that at the moment they did not think the J.I.C. could help in the difficulty. I want to remind you, because it has a bearing on the future activities of the J.I.C., that Mr. Holmes and Mr. C. W. Bowerman, President of the Printing and Kindred Trades Federation, were not directly involved in calling the strike, because the Trades Union Congress instructed the executives of the individual unions, and did not act through the Printing and Kindred Trades Federation. It is not our business what the views of those two gentlemen were, but after the strike it was of value that they had not been directly concerned, because they were able to throw their weight into the effort of getting a settlement as speedily as possible.

THE EMERGENCY COMMITTEE.

The Emergency Committee met for the first time on Monday morning, May 3, and thereafter daily during the strike. After a day or two, when a number of trains were running, each Alliance was invited to send a representative, and this was done as far as possible. The Committee, while dealing with matters of immediate moment, were careful not to deal with questions rightly for the decision of the Labour Committee. When that Committee was summoned, it was found that nothing had been done by the Emergency Committee to make their task more difficult; they had indeed straightened out a number of problems, and the thanks of the Federation are due to Mr. Hazell, who took the chair, and also to Major M. Clowes.

On the day that the strike was called off Mr. Holmes approached the Emergency Committee in regard to the notice which individual members had been recommended by the Emergency Committee to issue that employees willing to return to work would be reinstated as and when required on day-to-day engagements. The latter provision was to meet the difficulties of shortage of power, transport, etc., and the holding up of work as a result of the stoppage. The first objective of the Committee had been to get as many workers as possible to remain at work or to return to work. It was considered of importance, however, to safeguard the position of employers in taking back sections of workers, and steps were also taken to impress upon the Government the necessity for explicit guarantees regarding the victimisation of workers who remained at or return to work. The number of employees who did so was not large in the aggregate, but there were many indications of breaking away from the Union instructions when the General Strike was called off.

NEGOTIATION.

On May 14 the duly-constituted National Wage Basis Committee, with representatives of the Newspaper Society, entered into negotiation with the executives of the Unions, under the vice-chairmanship of Mr. Bowerman, President of the Printing and Kindred Trades Federation, with Mr. Holmes as chief spokesman. Two important unions were not represented on that day and the following day—the Typographical Association and

the Amalgamated Society of Lithographic Printers. Their headquarters are in Manchester, and we were informed by the other side that transport difficulties made it impossible for them to come to London, although at a later date they rather took exception to having been left out.

At the opening of the conference the following statement was made, clearly setting forth the position and the attitude adopted in meeting the Unions:—

"This meeting is called to consider a situation which is without precedent in the history of our industry. We are here anxious to set the wheels of our industry going as speedily as possible and in the spirit that the Prime Minister has so earnestly asked should be shown by employers' and employees' organisations, without any feelings of malice or vindictiveness towards those responsible for such tragic happenings. But it is well to realise that the whole basis of our relationship with the Trade Unions in the printing industry has suffered a great shock. All industrial relations must have suffered, but more so in our industry, where confidence and goodwill and the belief in the good faith of all parties has been such a marked feature. Because of this great shock it will be extremely difficult with the best possible intentions to re-establish our relationships on the old footing, and time will be necessary; it is also essential that all concerned should grasp the complexity of the problems this catastrophe has involved everybody in. At the moment our first duty should be to get men back to work wherever work is available on such conditions that both sides may not be hampered in settling some of the problems we must face—the main one, how such a stoppage can be averted in the future. But this must take time, and I suggest that, as every moment is of importance, the immediate return to work is what we should address ourselves to, and any question arising out of the recommendations to our members be dealt with. The terms of the notice posted to our members are: Re-engagement will be as and when required at the individual's former 'stab or piece rate of pay, but on a day-to-day engagement, pending final national settlement in the printing trade."

It was not until 9.30 on the Saturday evening that we came to the provisional agreement for employees to return to work on day-to-day engagement as and when required. The agreement was made conditional on the unions not represented accepting it, and Mr. Holmes immediately telegraphed to the T.A., the Lithographers, and the Society of Women asking for their endorsement.

There was some considerable difficulty in various places—London, Manchester, Leeds and Cardiff—because certain branches instructed their men not to return to work unless all were taken back. Eventually, however, most of these difficulties were overcome by a Joint Reference Committee that sat under the chairmanship of Major Clowes, with four representatives from either side.

THE FINAL SETTLEMENT.

The provisional settlement made it clear that we intended to get safeguards and guarantees that a similar occurrence should not take place in the future. On May 20 a conference took place with a view to reaching a final national settlement. We met the full Printing and Kindred Trades Federation, including the T.A., the Lithographers, and the Society of Women. We had previously had telegrams from the T.A. and Miss Forsyth's Union

saying they had agreed to the terms of the provisional settlement, but up to that time the Lithographers had not done so. Even at this meeting the General Secretary of the Society was ambiguous, but did eventually agree to the settlement. The conference was adjourned until May 21, and then again until the 26th, and it was not until the 27th that a settlement was reached to be recommended to the executives of all parties. There were extreme difficulties to be contended with, and we strained our relationship with the Unions nearly to breaking point more than once. It is known that on one occasion nearly half the deputation walked out of the room and refused to have any more to say, and it was only by negotiation in another room that they were eventually brought to agreement. I am bound to say we did not get all we asked. We found it impossible to keep in some of the safeguards we desired, but the other side had to consider their position and they had rules and regulations and difficulties on their side. But I venture to say that we got a great deal more than we have in any other agreement, and we believe that the definite safeguards laid down with regard to conciliation will prove of value, and that the agreement we eventually arrived at was the best that could be secured, and not a bad one at that. We had eight points, and every one of these has been embodied in the agreement. They are not exactly in the terms originally drawn up, but it would be wearisome to go through the proposals and counter-proposals of four days of conference. Some of the clauses were accepted without question. There was no difference of opinion expressed as to the desire to prevent lightning stoppages of any kind. It was when the conference settled down to discuss forms of security for agreements and action to be taken to ensure against such stoppages we experienced difficulty. Several schemes were submitted.

SECURITY FOR THE FUTURE.

One was a plan whereby if a stoppage occurred in any section or department the employers could forthwith close the whole works without being liable to give notice or pay wages accrued to other sections not actively involved in the dispute. That was, of course, threatening to stop one illegal action by taking another, and it was pointed out to us that, while that might be of value to the bigger houses in London and elsewhere, it would not be of great value to the bulk of our members. Great opposition was put up by the Unions, and we did not feel it was a point on which we could afford to split. There were many occasions on which if we had pressed the Unions further than they wished to go there would have been a breakdown, and this would have led to chaos all round. And let me remind you, not with any wish to find fault or blame, that while we were negotiating there were members not strictly adhering to the terms we were recommending, and it was being impressed upon the Labour Committee all the time that they must come to an agreement promptly.

Another proposal that was not adopted was that there should be an understanding from the Unions that if any employee or employees took part in an unauthorised strike they would replace them with other members.

We also suggested that the Unions should introduce provisions in their rules against lightning strikes. There we were up against the position that the Printing and Kindred Trades Federation could not dictate to the Unions, and that some

Unions could only adopt rules at delegate meetings, which in some cases only take place once in three or more years. We tried hard to get this point, but in the end had to be satisfied that a printed copy of the agreement would be given to every member. We knew also that we could publish the agreement in any form we liked and bring to the notice of employees.

Another scheme was to adopt a plan whereby the Federation and the Printing and Kindred Trades Federation would deposit £1,000 each in a trust fund, and in the event of any breach of agreement an arbitrator would assess the fine payable by either party. This would be recovered from the trust fund and be refunded to the fund by the offending party. That is a plan that has been adopted in one industry, but when we came to analyse it we discovered that in that agreement all employers would be members of their Federation and would only employ workers who were members of the Unions. That agreement would not meet the position of open houses, and in addition there was the difficulty that probably the funds of the Unions could not be used for this purpose.

Nevertheless, these ideas were vigorously pressed, but there were undoubtedly practical difficulties in carrying them out. The clause which occupied most time in discussion was the one referring to managers and departmental managers, and at one time the Unions declined to consider the clause any further, and a breakdown of the negotiations was only avoided by adjourning to the following day.

There is the agreement. It is not all we wanted, but we believe it is a great deal more than the Unions intended to give us, and it is the best that the Labour Committee—and we had representatives from all over the country—felt that we were able to get. We believe that the Union leaders will honestly endeavour to carry out the safeguards with regard to conciliation. We have no fear of another General Strike, but we believe that in any question of lightning strikes or unauthorised action by sections in our works we shall be in a better position to deal with them than we have been in the past.

Colonel Fletcher was loudly applauded at the end of his report, and the Chairman invited questions from the meeting.

QUESTIONS.

Mr. W. H. Burchell (London) asked when the agreement would be signed and come into operation properly, and what action the Federation was taking with regard to the Emergency Regulations in force restricting power. There were a number of firms in London who did not act loyally for want of information from headquarters. In the majority of cases notices were received after workers had presented themselves. Was there any penalty for the breaking of the agreement next time? Had the Federation any information of the number of houses who kept working while others were acting loyally to the Federation?

Major M. Clowes (Vice-Chairman of the Labour Committee) said that in so far as it was a London question he wished to say with regard to the faults of the Post Office that neither the London Master Printers' Association nor the Federation had sufficient authority to insist that their letters should be delivered in preference to other communications in the post. So far as the speaker was concerned, at a small expense he could have secured the information he wanted by telephone. With regard to the

members who had not followed the recommendations of the Federation, the L.M.P.A. would be glad to have their names.

RATIFICATION.

Colonel Fletcher said that the position with regard to the final settlement was that the Federation Council that morning had ratified the agreement. The information at the conclusion of the conference on May 27 was that every union would immediately proceed to secure ratification. Some had to ballot their members, some call a delegate meeting. The information to hand was that the London Society of Compositors, and the National Union of Printing, Bookbinding, Machine Ruling and Paper Workers—the largest union in the industry—had ratified the agreement. The T.A. were putting the matter to a ballot vote, with the recommendation of their executive, and the result was expected by June 17. All the other unions appeared to be taking the necessary steps, with the exception of the Lithographers, whose executive had not decided whether to take a ballot or not. In the meantime that executive was extremely aggressive in some places, and had taken action in one town which appeared to go beyond what was right and proper in view of the Government's guarantee. But if any union refused to ratify the agreement, the employers still had the question of five days' holiday money in hand.

THE RETURN TO NORMALITY.

The day-to-day arrangement would continue indefinitely, until declared ended by both sides in agreement. Messages had been received from several districts—particularly South Wales and other areas closely affected by the coal situation—urging that the arrangement should not be terminated until the coal dispute was settled and a period thereafter to enable the industry to settle down. There had been a few cases of interchange of labour owing to some members being more fortunate than others in the amount of work they had. Such action was not fair, and he urged that interchange should not take place without friendly arrangement between the parties concerned.

No information was available as to the exact number of firms who carried on during the strike. There was a small proportion of the country at work—certainly a number of non-union houses and open houses; but it could be taken that the first response to the call of the T.U.C. to the Unions was pretty general, although an increasing number of men were returning to work when the strike ended.

NON-UNION LABOUR.

Mr. W. L. Sidders (London) asked if the agreement covered non-union or P.T.A. labour. Houses that were trade union throughout frequently refused to machine type set by open houses. Would that be construed as interfering with the management of the business?

The Chairman said Clause 8 covered that point. They could never take from the Unions the right to strike constitutionally. Unconstitutional strikes they had endeavoured to guard against in the agreement. Whether the action mentioned would be taken remained to be seen, but in any case it had to go before the J.I.C., and every possibility of the J.I.C. conciliation machinery had to be exhausted before a stoppage of work could take place. The negotiating committee had taken great pains to make it clear to the Unions that the

Federation had always admitted three distinct kinds of membership. There were members who employed trade unionists exclusively; those who employed non-unionists exclusively; and the intermediate class who were called open houses. It had been made clear to the Unions that nothing in the settlement prejudiced the rights that had existed in the past with regard to open houses and non-union houses; in fact, that a great number of members were leading towards open or non-union houses, and that it was not for the Federation to decide their policy. They were negotiating with the Unions for union labour, and the negotiations had nothing to do with non-union labour.

Mr. Howard Rankin (Bristol) said he did not agree with Colonel Fletcher's statement that by the agreement they could deal in future with strikes and unconstitutional action. He understood that the agreement would prevent such action, because Clause 5 of the provisional agreement only recognised the payment of holiday money provided an agreement was reached that would prevent that action.

RETALIATION.

Mr. H. H. Norman (London) asked what were the details of the voting at the Federation Council for and against the ratification of the agreement; whether the Newspaper Society had ratified the agreement and by what majority; under what clause of the agreement open houses were to be left as they were before; and whether there was anything in the rules of the Federation or in law to prevent an employer making an agreement with his workers whereby in the case of a sectional strike he could turn them all out without notice.

The Chairman, replying, said the Federation Council had ratified the agreement unanimously. The Newspaper Society was meeting that day to decide. An employer could not have a lightning lockout in reply to a lightning strike under the present conditions of employment, because the agreements normally in existence between employers and employees provided for a week or a fortnight's notice on either side. There was nothing in law to prevent an employer making individual agreements with his employees to have a lightning lockout, but that would be an extreme agreement, and would not be under the agreements recognised by the Federation with the various trade unions. It was doubtful whether it would be desirable for any employer to do so, but from a point of law an employer was at liberty to make such an agreement in writing if he so desired.

Mr. Goodwin, replying to the question concerning open houses, said that in the circular issued to the membership with the agreement, it was stated: "One point was made quite clear during the conferences, that our Federation consists of members who employ trade union labour exclusively, those who employ non-society labour, and others who have open shops; and in explicit terms the Trade Union representatives were informed that freedom of action in this respect would not be affected by any agreement reached." They had declined to agree to a clause dealing with victimisation because they knew the difficulties that would be created, and had been created in the past, by a clause of that kind; but an undertaking had been given that "The employers' organisations will look into any authenticated cases of employees who claim that they have been refused re-engagement for having participated in the recent strike." The position of open houses was the same as it was

before the strike, and that had been made clear to the trade unions.

The statement was made that the Newspaper Society had ratified the agreement by a majority vote.

Mr. R. D. Chorley (Leeds) suggested that it was impossible to make an agreement that would make unconstitutional action impossible. You could take a horse to the water, but you could not make him drink. Penalties could be inflicted in law for actions against the law, but that did not prevent the action being taken. He thought the agreement was an excellent one, and, if ratified, should give satisfaction.

Mr. F. Harland (Hull) asked if the Federation would approve of individual employers making agreements with their workers which provided that holiday payments would not be made unless they signed a statement that they had broken their agreements unconstitutionally in taking part in the General Strike.

Colonel Fletcher said the question raised by Mr. Rankin was covered by Clause 3 of the agreement: "There shall be no lightning or sudden stoppages of work of any kind in the works of any member of the employers' organisations." Since the agreement had been reached a dispute that had been in existence in one firm for five months concerning which union should operate a certain machine had been settled by negotiation with the Printing and Kindred Trades Federation. That was a satisfactory instance of the new agreement in operation.

On the question of asking individual workers to sign a declaration that they would not be guilty of unconstitutional action in the future, that had been raised and fought at great length, and there had been very strong opposition from the unions. Eventually the statement had been made to the unions that the point could be got over by posting a notice in the works, and legal advice was that individual signatures were not necessary if the attention of all workers was drawn to the notice.

The statement of the labour position, with the explanations given, was unanimously accepted by the meeting.

THANKS TO COLONEL FLETCHER.

Mr. R. A. Austen-Leigh proposed a vote of thanks to Colonel Fletcher for his work as Chairman of the Labour Committee for the past year. The ordinary work of the Committee had been made heavier owing to the re-grading question and the undertaking of negotiations on behalf of London; in addition, during the past month, he had had to deal with an entirely new situation brought about by the breaking of contracts by the Unions. During the conferences he had had a great deal to endure, both from the long discussions with the Unions and the numerous suggestions made by the employers, but he had met both with the requisite courtesy and firmness.

The resolution was carried with applause.

Colonel Fletcher, in replying, said he was deeply grateful for the expression of opinion that had been given, but it should be extended to all the members of the Committee who had sat with him during many weary hours. He wished to express thanks to the President, who was always by his side, and to Major Clowes and Mr. Stemberge, the Vice-Chairmen of the Labour Committee, as well as to all the other members of the Committee. But without Mr. Goodwin he did not see how any chairman could have got through such protracted

and difficult negotiations. He saw much of Mr. Goodwin's work, not only during the conferences, but before and after them, and the hearty thanks of the Federation were due to him. If he named one other person, it would be Miss Mould. He did not think anybody could have fulfilled the duties of Secretary to the Secretary better than Miss Mould had done, and she had been a tower of strength. On behalf of the Federation he wished to thank her and all the members of the staff for their work during that time.

ANNUAL SUBSCRIPTION.

Mr. W. B. Wykes (Assistant Treasurer) said that the Finance Committee in April had budgeted for an income and expenditure during the present year differing very little from last year, and on behalf of the Committee he moved the following resolution fixing the subscription on the same basis as last year: "That the subscription for the financial year ending March 31, 1927, shall be at the rate of $\frac{1}{4}$ d. in the £ on wages paid. On wages paid in excess of £50,000 a discount of 25 per cent. shall be allowed; above £100,000 a discount of 50 per cent.; above £150,000, 75 per cent. The minimum subscription to be one guinea, and the maximum amount payable by any member to the Federation to be £500."

The resolution was seconded by Mr. W. H. Andrew (Ashton-under-Lyne) and carried unanimously.

REPRESENTATION.

It was proposed by the Chairman, seconded by Mr. R. B. Simnett (London), and carried unanimously, that the representation on the Federation Council, Labour Committee, and Joint Industrial Council for the ensuing year be as follows:—

	ALLIANCE	Federation Council	Labour Committee	Joint Industrial Council
1. London ...	...	23	8	5
2. North-Eastern ...	...	3	2	2
3. North-Western ...	...	2	1	1
4. Yorkshire ...	...	10	3	3
5. Lancashire and Cheshire	...	12	4	4
6 North Wales ...	...	2	1 ^(shares with South Wales)	
7. Midland ...	...	10	3	3
8. South Wales and Monmouthshire ...	...	3	1	1
9. East Anglian ...	...	4	2	2
10. South-Western ...	...	6	2	2
11. Home Counties ...	...	8	2	2
Scotland ...	...	6	4	3
Ireland ...	...	4	—	1
Master Bookbinders' Association ...	...	2	2	1
Monotype Users' Association ..	...	1	—	—
The Newspaper Society	...	—	6	4
Provincial Wholesale Newsagents' Ass'n ...	...	1	1	—
Copperplate Engravers	...	1	—	—
President of the Federation	...	—	—	1
		98	42	35

ELECTION OF OFFICERS.

President.

The Chairman said he had pleasure in proposing as President of the Federation for the ensuing year Mr. J. A. Stembridge (Leeds), vice-president. When he had proposed Mr. Stembridge as vice-president last year, he had realised the knowledge he brought

to discussions in the Council and his ability and common sense. Since that time he had worked in close partnership with him and sat for many days on Councils and committees, and his opinion had been strengthened. He had youth on his side, and at the end of the year he was convinced that with his great energy he would have steered the interests of the Federation to a successful conclusion.

Mr. E. H. Dennis (Scarborough) said that as President of the Yorkshire Alliance he had much pleasure in seconding the resolution. Mr. Stembridge was a young man. Yorkshire had sent many men to the Federation, and Leeds had sent many. In nominating Mr. Stembridge from Yorkshire they felt they were sending someone who would carry out the work done by Yorkshire and who would be an asset to the Federation. When his name had come before the Yorkshire Alliance it had been a unanimous recommendation. He had had a good "apprenticeship." He had been a member of the Federation Council from early days, and had also been President of the Leeds Association, one of the strongest in the country.

Mr. Stembridge was elected unanimously.

Mr. Stembridge said it was a very great honour for any man to be elected to the presidency of the Federation, because of necessity it was an honour that could come to very few. As a result of the General Strike he thought they could confidently look forward to an era of peace, because never again were they likely to have a General Strike. The President of the Federation had an onerous time to-day, despite the fact that he had the support of other members of the Federation as chairmen of various committees. It would be hardly possible for the President to carry on his duties successfully without a man like Colonel Fletcher to take over the chairmanship of the Labour Committee, and he was pleased to be able to state that Colonel Fletcher had promised to continue those duties for at least another year. He could therefore look to the eleven months of his presidency with considerable self-satisfaction. He would do his best to serve the Federation, and if he could attain to the standard set by previous presidents from Yorkshire he would be satisfied, and the Federation would be satisfied also.

Vice-President.

Mr. Stembridge went on to propose as vice-president for the ensuing year Mr. J. S. Brunton (Burnley), immediate past-president of the Lancashire and Cheshire Alliance. He had held that office for two years, and had also been president of so many other organisations and associations that he had difficulty in counting them. He was also a great horticulturist. Lancashire and Cheshire was a large alliance, and the whole membership of the Federation would be glad to have a president from that area.

Mr. W. H. Andrew, President of the Lancashire and Cheshire Alliance, seconded the resolution. Mr. Brunton's chairmanship of the Alliance had been of great value, and he left it more strong and powerful than it had ever been. His work went further back, because before the Alliances were formed Mr. Brunton was the first chairman of a body of master printers in Lancashire and Cheshire. They could not claim him as a Lancastrian, but in coming south he had followed the characteristics of his race in being found in leading positions in every sphere of activity in every part of the world. Nevertheless, all the members of

the Alliance realised that Mr. Brunton had agreed to accept the position purely on behalf of the Alliance, realising that it was time they sent a vice-president to the Federation, leading to the honourable and onerous position of president.

Mr. Brunton expressed thanks for the honour conferred upon Lancashire and Cheshire. He realised also that it was an honour conferred upon him, and one that carried with it many responsibilities. In appointing him vice-president of the Federation, the Lancashire and Cheshire Alliance and other Alliances, he realised, had felt it was nearing the time when that Alliance should supply a vice-president. The Federation had heard many times that the Lancashire and Cheshire Alliance was the second largest—if not the largest—alliance. That remark had never been heard from him, and it was a great surprise that upon one of the most silent of the Lancashire and Cheshire representatives this honour had been conferred. He appreciated the confidence they had placed in him.

Treasurer and Assistant Treasurer.

The re-election of Mr. Edward Unwin as Hon. Treasurer, and of Mr. W. B. Wykes as Hon. Assistant Treasurer was proposed by the Chairman and carried with acclamation.

Mr. Wykes said he had been asked by Mr. Unwin to convey his thanks and to say that he would be willing to continue in office for another year. Personally, he felt he was solving one of the difficult problems of the Federation once mentioned by Mr. E. G. Arnold—what to do with past-presidents.

Auditors.

Messrs. A. C. Roberts, Wright & Co. were re-elected Auditors for the ensuing year, on the proposal of Mr. J. Cheney (Banbury).

ANNUAL MEETING, 1927.

The representatives of the Yorkshire Alliance then rose in their places, and the President of the Alliance, Mr. E. H. Dennis, said that, the Federation having done them the honour of electing one of their members President, the Alliance invited the Federation to hold its Annual Meeting next year in Yorkshire. They were proud of their hospitality, and when in 1921 the Federation came to Scarborough there were some innovations. Against opposition they had inaugurated a dance; that had been a feature of all annual gatherings since, and he thought it would continue.

Mr. P. Hartley (Brighouse), Vice-president of the Alliance, supported the invitation. He said the Alliance had the pleasure of entertaining the Federation five years ago in difficult times, and they were not satisfied with what they had done, although it was the best under the circumstances. The Executive had unanimously decided to invite the Federation to the same place, and to endeavour to improve on the last occasion. Scarborough needed no words of description. In extending the welcome he could assure the Federation of a hearty reception.

THANKS TO OFFICE-BEARERS AND COMMITTEES.

A vote of thanks to the retiring President, Vice-President, Treasurer, Council and Committees for the work of the year was proposed by Lt.-Col. W. H. Barrell (Portsmouth). He recalled a visit of Mr. W. Howard Hazell to Portsmouth thirteen years ago, when the Portsmouth Association was started and a costing campaign inaugurated. The Federation was grateful to him for his work during

a trying year, and especially during the past month. Some had been critical, but after the statements made they could not but express their thanks for what had been done. The President had had the great assistance of Mr. J. A. Stembridge, and financial matters had been safe in the hands of Mr. Unwin and Mr. Wykes. The members of the Council and the Committees had shown much wisdom.

Mr. C. H. Gee (Leicester) said the members of the Federation felt that the work had been done in the best possible way, and they were grateful.

Mr. W. Howard Hazell, responding, said they appreciated criticism of what they had done, whether in favour or against. There was only one motive that actuated all the officers—the improvement of the industry and the safeguarding of the interests of the members. He was convinced that ideal would go forward from year to year, and that succeeding presidents would labour with that ideal.

The Banquet

The Annual Banquet followed these meetings at the Holborn Restaurant, Mr. W. Howard Hazell presiding. Those present included: Sir W. H. Acland, Bart., Mr. W. H. Andrew, Mr. W. G. Appleyard, Mr. E. G. Arnold, LL.D. (ex-president), Mr. and Mrs. E. C. Austen-Leigh, Mr. R. A. Austen-Leigh, M.A., Sir Robert Baird, K.B.E., Lt.-Col. W. H. Barrell, O.B.E., General W. Wright Bemrose, V.D.D.L., and Mrs. Bemrose, Mr. H. A. Bethell, Mr. Henry G. Bradly, O.B.E., Mr. F. W. Bridges, Mr. J. S. Brunton, Mr. W. I. Burch, Mr. J. R. Burt, Mr. and Mrs. H. B. Cahusac, Mr. and Mrs. M. Hildred L. Causton, Mr. S. H. L. Causton, Mr. H. G. Clarke, Major M. Clowes, M.C., and Mrs. Clowes, Mr. and Mrs. W. A. Clowes, O.B.E., Lt.-Col. W. D. Coles, Major J. Colhoun, M.C., and Mrs. Colhoun, Mr. Harry Cooke, Mr. John C. Coppock, Mr. and Mrs. D. A. Cruden, Mr. A. Dargavel, Mr. E. H. Dennis, J.P., Lt.-Col. H. Rivers Fletcher, O.B.E., Major D. P. Forman, Mr. and Mrs. A. E. Goodwin, Mr. and Mrs. D. Greenhill, Mr. T. J. S. Guilford, Sir Cecil H. Harrison, K.B.E., Mr. Fred Hart, Mr. T. Beaty Hart, Mr. and Mrs. R. C. Hazell, Mr. R. R. H. Hazell, Mr. W. E. Hazell, the Hon. Mrs. W. E. Hazell, Mr. W. Howard Hazell, J.P., Mrs. W. Howard Hazell, Mr. E. W. Humphries, Mr. D. S. Irvine, O.B.E., Mr. and Mrs. C. T. Jacobi, Mr. J. Owen Jacobsen, Capt. Ed. Jefferson, Mr. F. Jefferson, Mr. J. Emlyn Jones, Mr. D. R. King, Mr. Valentine Knapp, Mr. and Mrs. J. Lack, Mr. and Mrs. A. Langley, Mr. Edwin Langley, Mr. H. Langley, Mr. E. H. Lee, Major and Mrs. R. Leighton, Mr. and Mrs. W. H. Lock, Mr. James MacLehose, LL.D., and Mrs. MacLehose, Mr. J. McQuitty, Mr. P. D. Michael, Brig.-Gen. W. F. Mildren, C.B., C.M.G., D.S.O., Mr. W. J. Mizen, Mr. F. Murrell, Sir Max Muspratt, Bt., Sir Frank Newnes, Bt., Mr. and Mrs. Stanley Oxley, Mr. and Mrs. H. H. Potts, Mr. E. Quick, Mr. Sidney Reid, Mr. G. P. Reveirs, Sir Arthur C. Roberts, K.B.E., Mr. E. W. Silk, Mr. and Mrs. R. B. Simnett, Mr. and Mrs. J. A. Stembridge, Mr. G. F. Storey, Mr. and Mrs. F. E. Tacey, Mr. G. Toulmin, Lt.-Col. and Mrs. Roy F. Truscott, Mr. and Mrs. E. Unwin, jun., Mr. O. V. Viney, Mr. Robt. J. Webber, Mr. R. T. Wishart, M.A., B.L., Mr. A. L. Woodhead (Huddersfield), Mr. W. B. Wykes (ex-president).

In the unavoidable absence of Sir George Rowland Blades, the toast of "The Federation" was

proposed by Sir William H. Acland, Bart., who reminded the company that the president was the first son of a former president to become president, the late Mr. Walter Hazell having had also the distinction of being the first president of the Federation. A master printer needed to be equipped with very exceptional qualities. He needed to be not only a master of printing, but a master of printers, and to have sagacity, fairness, toleration, the long view and a wide common sense. The Federation existed not only to protect the interest of its members, but of the whole industry, and worked for the propagation of the right spirit of goodwill and co-operation with the individual employees. In the long run the success of one element in the trade depended upon the success of the other.

Mr. W. Howard Hazell, in responding to this toast, said the Federation had not only survived the ordeal of the General Strike, but was stronger in consequence of that ordeal. The agreement reached was the result of conflicting ideas and divergent interests, but in it there was the possibility, the probability, of ending the folly and the illegality of the lightning strike. There still remained the problem to be solved of how to pay good wages and yet have low costs of production. They desired the assistance of the trade unions in increasing the efficiency of the industry by the introduction of new methods and new plant. In a campaign to that end none would lose: the capitalist, the worker, and the consumer would all gain in various ways. In the past year the Federation had succeeded, after years of discussion and propaganda, in standardising and decimalising the methods of dealing in paper, which had remained unchanged since the days of Caxton. In this instance, the United States, who usually led in methods of simplification and the resulting efficiency, had followed the lead of British printers. Mentioning also the Federation's schemes of employees' pensions, the investigations on profit-sharing and share-purchase, and the collective advertising scheme, Mr. Hazell said it was proof of the virility, energy and ability of the men in the printing industry that in one year such schemes had been brought forward for the benefit of the industry. For the future he urged that the Federation should continue to bring to its negotiations with labour a wise, tolerant and statesmanlike spirit, realising the difficulties of the men on the other side and their outlook on the problems dealt with. They should promote technical education among themselves and their workers; they should continue to resist legislation inimical to the interests of their industry; and they should seek after the new and best ways of doing their work.

Mr. J. A. Stembridge, the new President, proposed the toast of "British Trade." Master prin-

ters, he said, were in the fortunate position that when trade was good, traders felt they could order more printing; and when trade was bad, traders felt they must order more advertising matter to help to improve trade. Printers hardly did sufficient in prescribing remedies for bad trade. In welcoming the President of the Federation of British Industries, with whose name the toast was coupled, he said they realised the valuable work that Federation had done to safeguard the interests of manufacturers and traders. In endeavouring to secure the restoration of the Penny Post, in the rating of machinery reform and the amendment of the Merchandise Marks Act, by which all printed matter coming into this country would bear an indication of its origin, much credit was due to the Federation of British Industries. Both Federations had no party politics, but in the many questions that arose to-day in Parliament affecting traders, such organisations would fail in their duty if they did not carefully scrutinise the proposals that came forward. The greatest work of all of Sir Max Muspratt's organisation was in opening up fresh markets overseas for every industry, from which printers, as well as other traders, greatly benefited.

Sir Max Muspratt, Bt., J.P., president of the Federation of British Industries, responded. No industrialist, he said, could view the position of the last few years, resulting in the recent great upheaval, without feeling a certain amount of responsibility, and he felt that in building up the great industries of this country they had not paid sufficient attention to the leadership that ought to belong to industry as the most fundamental thing in the life and welfare of the country. The working man was drawn between two loyalties—his loyalty to his country and his loyalty to his trade union, and while he was proud that so many put their country first, he did not throw stones at the others. But what helped more than anything else to end the strike was a third loyalty—loyalty to the industry in which the men were engaged. That must be developed more, and they must try to understand social problems as well as industrial problems by meeting representatives of labour face to face on city councils and boards of guardians. They had allowed themselves to become a buffer between extravagant luxury and the unequal and unfair distribution of wealth, and the social problems of the under-dog, and they needed to take up real leadership and in their public capacity help the labour leaders to thrash out their problems.

The toast of "The Visitors" was proposed by Mr. R. A. Austen-Leigh and responded to by Mr. R. J. Webber, president-elect of the Newspaper Society, and Mr. J. Owen Jacobsen (president of the Employers' Federation of Envelope Makers and Manufacturing Stationers).

THE business of Messrs. Croft & Nichols, Rushden, has been sold to Mr. E. W. Mann, designer and printer, Leicester.

MR. ALFRED LANGLEY has been elected a member of the Stock Board of the Worshipful Company of Stationers. Mr. Alfred Langley, who served the office of Renter Warden to the Stationers' Company, 1923-24, is a past president of the London Master Printers' Association.

MR. GEORGE ANDERSON, Burnley, has just completed 60 years in the printing trade. He entered the service of Messrs. Burghope & Strange as errand boy in 1866, and eventually became partner on the death of Mr. Strange, proprietor. He has for many years been a member of the Executive of the North and East Lancashire Council of Master Printers' Association, of which Council his two sons are co-secretaries, and has also held the presidency of the Burnley Master Printers' Association.

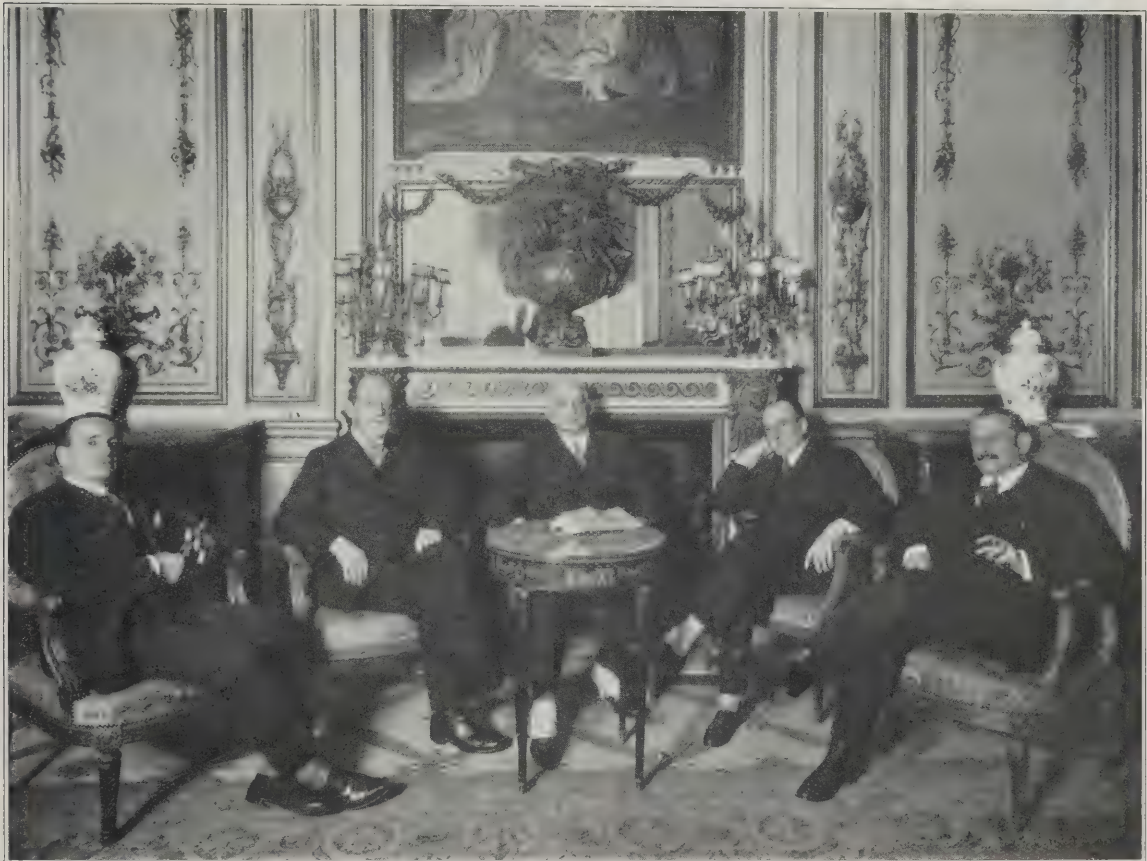
International Typographic Council

Inaugural Meeting in Paris

FOR some years Mr. Edward E. Bartlett, of the Bartlett-Orr Press of New York, and Typographical Director of the Mergenthaler Linotype Company, has devoted considerable attention to the use of the linotype in connection with the best of modern typography. The Linotype Companies, both in New York, London, and on the Continent, have co-operated in this praiseworthy object of keeping the printing industry of the countries concerned constantly informed regarding new trends in printing styles and fashions. The idea is to develop a more general appreciation

printing craft; and Herr David Stempel, Germany, owner of one of the world's largest type foundries at Frankfort.

Mr. Bartlett, in opening the proceedings, said: I do not come to this meeting with the idea of doing anything more than to suggest to you what seems to me to be a foundation on which our efforts will succeed. First and most important, we wish to establish in the minds of the entire printing world that this body is a council of typographical experts, who are at the service of the whole industry, including the typefounder as well



SIGNOR BERTIERI; MR. GEORGE W. JONES; MR. E. E. BARTLETT; MONS. DRAEGER; HERR STEMPEL.

of good printing applied to commercial printing, as well as to newspaper and book work.

An International Council of typographical experts has been formed in connection with these companies, a meeting of which was recently held at the Hotel Meurice, Paris, under the chairmanship of Mr. Bartlett. The members of the Council present were: Mr. George W. Jones, British representative; Signor Bertieri, Italy, the greatest Italian authority on typography, and publisher of "Il Risorgimento Graphico;" of Milan; Monsieur Draeger, France and Belgium, leader of the French

as the printer, without fear or favour, quite irrespective of whether the printer be equipped with linotypes or not. If we can, and I believe it will be possible in time to establish this thought throughout the world, then we shall be able to help the industry in a way that will be far-reaching. Thus the typographic position of the Council will be unique.

Mr. George W. Jones expressed the real joy it gave him to find himself in Paris that day, especially because it afforded him the proud opportunity of meeting men who by their knowledge

and business abilities have made themselves typographic leaders in their own countries, and who have most deservedly gained for themselves also international reputations. That satisfaction was increased because he had personally entertained for years profound admiration for their work, always finding it of educational value, as well as encouraging and stimulating. Monsieur Draeger would be surprised if he could see some of the contents of the drawers in his (the speaker's) office. There he would find much work produced by his firm over a quite long period. Similarly, he spoke of the work of Mr. Stempel, and of the productions of the great typefoundry that bears his name. With Signor Bertieri he had been able to discuss not only beautiful craftsmanship generally, but also the usefulness and the great potentialities of the composing machines whose manufacturers had invited them to meet collectively as a Council. The knowledge of the work of the best present-day printers of the world, in which they seek to give expression to the national genius, was fully as important as a close study of the work of the great printers of the past. It was a very happy thing that they were assembled in the city of Paris, the city in which the Estiennes, and Geoffroy Tory, and Claude Garamond, and Robert Granjon, and Simon de Colines, and their contemporaries and successors—men whose names are commonplace and whose work is even to-day a vital force—did so much in expressing their conception of the perfect type and of the perfect book. Their work was of the greatest inspiration to the world of printing to-day. If they could catch the spirit of the great printers of the past, who accomplished so much, leaving to us a precious legacy of inspirational work, as well as honoured names, then they themselves, thinking and working on practical lines, might prove themselves worthy to be considered in some sense their successors. The establishment of this Council placed within their grasp craft opportunities out of the reach of any one individual member, splendid as some of those individual accomplishments and opportunities were. With their knowledge and attainments, what might not be accomplished, if they brought the experience of years, with its accumulated wisdom, and put it into a common pot, so that the typography of their own countries and the typography of the world should be better, purer, richer, not only because they loved their calling, but because in its interest they brought their activities into

collaboration. Love of craft would find a way by which they could best harmonise their ideas. But that they were idealists they would not be there. Even so, they were all practical men. Notwithstanding this practical side of their work, he still thought it true of each of them that the most lasting satisfaction they got from their work was the knowledge that in its production they had been true to their best craft self, and that it had not received violence at their hands. The words which he recollected to most closely approximate to the desire of service they had in mind were those of one of the most celebrated of his countrymen, Sir Francis Bacon:—

"I hold every man a debtor to his profession, from the which, as men do of course seek to receive countenance and profit, so ought they of duty to endeavour themselves by way of amends to be a help and an ornament thereunto."

Scholarships for the Training of Executives

WINTERBOTTOM SCHOLARSHIP.

THE Winterbottom Book Cloth Company give a Scholarship to the value of £100, confined to those employed in the bookbinding trade.

N.P.A. SCHOLARSHIP.

The Newspaper Proprietors' Association have voted the sum of £150 to institute a Scholarship for competition amongst compositors living and working within the London area.

These Scholarships are tenable at the London School of Printing, and are instituted for the purpose of providing a whole-time training with the object of enabling workmen to qualify for responsible executive positions. The amounts stated are exclusive of school fees, etc.

The Scholarships will be awarded on the results of examinations (written and oral) to be conducted by representatives of the sections of the industry to which the Scholarship appertains.

Candidates must be of British nationality, and should have completed or be in the last year of their apprenticeship, and must satisfy the Committee as to their suitability.

The competitive examinations will take place on Friday, July 16, at 2.30 p.m. Application forms can be obtained from the Principal of the London School of Printing and Kindred Trades, 61, Stamford Street, S.E.1, and must be returned completed not later than July 10, 1926.

BUY YOUR

Lithographic Varnishes

Direct from the Manufacturers

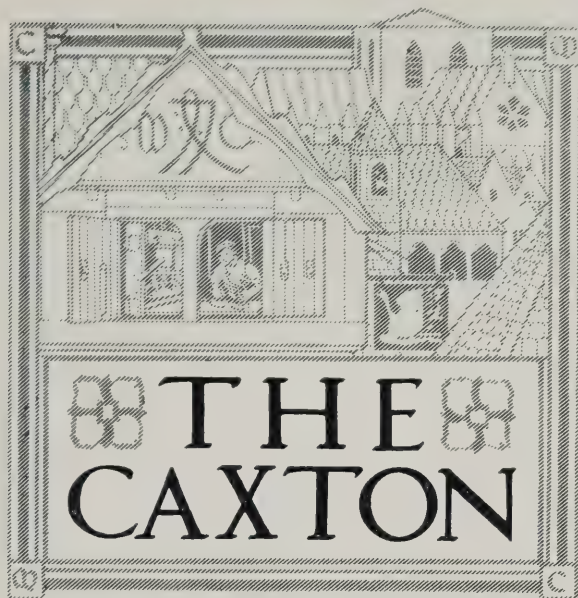
91/2, SHOE LANE,
LONDON . E.C.4
CENTRAL 6904-6905.

3 EAST REGISTER
ST. - EDINBURGH
CENTRAL 1126.

DANE & Co.

Established 1853.

Only Pure Calcutta Linseed Oil (well matured) is used in the manufacture of Dane & Co's Lithographic Varnishes.



London, July, 1926

WE call the special attention of our readers to the splendid display of advertisements which appear in this issue. They are eloquent proof of the very wide range of industries covered by the trades auxiliary to printing, and at the same time bear witness to a commendable ingenuity which keeps pace with every new demand our progressive craft makes, and just as often opens the doors to new and wider spheres of usefulness.

Factors which Influence Production

INCREASED production must be secured if the printing industry is to maintain its position in the competitive field, yet in spite of the advantages that should result from the installation of up-to-date fast-running rotary offset machines we sometimes hear that the output is unsatisfactory. The suggestion is occasionally put forward that the operative staffs are not putting forth the maximum effort—in other words, that there is an organised policy to limit the output. If such a policy on the part of machine-minders and others does exist it had best be described as a form of summer madness. The work is there to be done: more work is to be had if the price is satisfactory, and the greater the output the lower are the production costs. Increased output is the only justification for high wages, and is one of the essential factors in increasing the commercial use of print.

Limitation of output may arise from a variety of causes: a hard-working staff in an inefficiently-equipped or badly-organised workshop

may actually produce less than those installed in another shop that is well equipped and properly organised, even though the workers may not be exercising their best effort; but such a condition is hardly likely to arise, because a well-equipped shop with an efficient management is an inspiration to all concerned.

Apart from the condition of the actual machines, the planning of a shop is the one that requires first consideration. This is a comparatively easy matter when the new shop is being laid out; no detail should be left to chance, and as many consultations as possible should be arranged with those who are competent to criticise the arrangements that are proposed. Occasionally an otherwise excellent machine-room is found to be almost unworkable, because the alleyways are not sufficiently wide to allow of the movement of paper, or of it being racked near the machines between the various colours of the jobs. Such a blunder will almost assuredly produce chaos. The proper placing of the store departments, and despatch in relation to the machine-room and to the offices must each be considered in order to obviate the necessity of both men and printed matter having to move about the works more than is absolutely necessary. Usually ideal plans have to conform to the limitations imposed by an existing building that was never intended for use as a printing establishment.

In the case of an old-established works that has not been re-organised for a generation it is only the newcomer that can see its defects, and if efficient production is looked for the help of a technical friend or manager who has had practical experience in re-organising will be of inestimable value. The changes must be made, even if these have to be done gradually to avoid interference with the work being carried out in the shop; but even though temporary inconvenience may result the ultimate efficiency will show that it was worth it.

THE business of Unwin Brothers was established on June 26 a hundred years ago. We offer our congratulations to the present members of the firm on such an honourable history. Any printing house which has lived through the past century has behind it not only an interesting record of achievement, but a splendid heritage of experience. For over seventy of those one hundred years Mr. Edward Unwin, sen., has been actively associated with the firm. He is surely the doyen of the printing trade. At the age of eighty-six he is still amongst us, in almost daily attendance at the London office, full of good and beneficent work, and keenly interested in all that makes for the good of the printing industry. Happy is the house with such a chief, and happy the chief who has on either side of him men like Mr. Edward Unwin, jun., and Mr. George Soundy Unwin.



This is one very good reason why quality printing offices seldom grow beyond a certain size: there is a guiding spirit, a craftsman at the wheel, who directly influences by personal supervision all the important work which passes through his workshop. As soon as business gets beyond a certain size, it becomes almost humanly impossible for that close personal contact with every phase of every job. I was recently in a large printery where so many periodicals, etc., were handled that on the average one was produced complete—*i.e.*, set, made up, printed, folded, and despatched—every twenty-five minutes. How could one or two individuals expect to infuse their personality into such mass production? Scientific management makes it possible to handle such a huge quantity of work successfully—and it pays—but if the sixteenth-century printer could wake up and see it done, he'd congratulate himself on having passed away four centuries ago. Herein lies one reason why such a lot of the work of the early printer is so good to look upon.

Now for just a passing word to the printer on the power of advertising.

When one goes into a shop and buys a proprietary article (particularly of the smaller kind of universal utility), one usually finds wrapped round or enclosed in the packet some literature—at times quite a lot—extolling its virtues, explaining its uses and peculiar properties, and bringing to notice other lines manufactured by the same firm. These goods have enormous sales—created by advertising a line or lines with a special appeal offering value for money, and (or) which millions of people must continually buy in one brand or another.

Printing is a universal want. Printing educates, informs, advertises, amuses, and the need for it is continually growing. Without it at the present day civilisation would be thrown back centuries. And the printer who can successfully apply the lesson from these small goods advertisers is the one who is going to profit, according to the extent of his enterprise. Advertising is now a science, and if properly developed becomes an investment—an integral part of the business—instead of an expense.

At the present time the coal strike is having a depressing effect on trade generally, which in turn adversely affects the printing trade. All the more reason, therefore, when the crisis is over, for the printer to be ready with literature which will convince manufacturers and other buyers of printing that those who do not print more will sell less than their more enterprising competitors. *Do it now and be prepared.*

Lord Leverhulme, speaking as principal guest at the annual dinner of the British Poster Advertising Association at Folkestone on June 15, said: "In difficult times such as we were passing through now it was the advertised proprietary articles which 'came through' rather than the unadvertised article."

This is equally true of the products of the printing office as of the jam factory.

Printers can assist their own sales by offering helpful suggestions to buyers of printing in various directions—always remembering that, though suitable illustration is extremely helpful, it is the printed word which completes the understanding.

Let us take two examples: an advertisement and a separate piece of printing.

Tobacco in its various forms is a very suitable commodity for press advertising. Most of us are acquainted with the closely-set Barney advertisement, with its appeal to the connoisseur. It has been said that comparatively few men read "packed" advertisements; but Barney's must be an exception, for it seldom uses any other style. There is the Sarony advertisement, usually with its fairly large imaginative illustration photographed from life. Rothman periodically takes a £1,400 page to advertise special trial offers. Kentitas Cigarettes and Jenkyn are almost inseparable—he is quite an interesting personality behind a campaign running over quite a long period. Wills's Cigarettes advertised on refined topical lines are most arresting. There are so many kinds it is really useless trying to enumerate them, but the summing up is this: whilst the shopkeeper may recommend a particular kind, the advertising columns may present several at once, which can

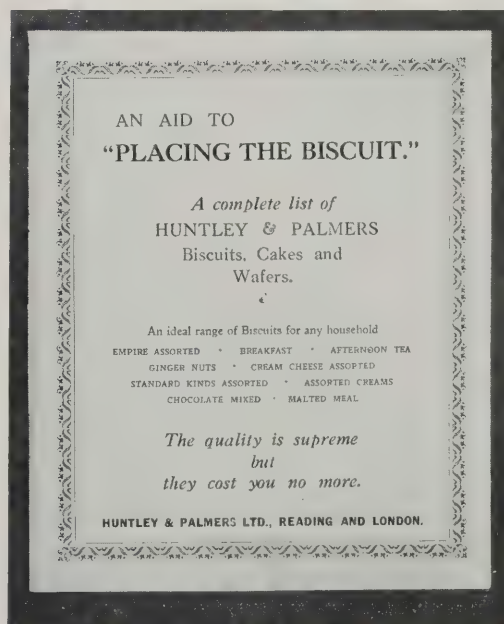
be considered more impartially at leisure. One brand is "specially packed," another is "all tobacco," a third "does not affect the throat," a fourth is a smaller size (at the popular price of 1/-) of a "more expensive brand."

Motor-car manufacturers extensively use the advertising columns of our daily papers, though I do not think they expect to sell many cars direct through such media only. But they do stimulate a desire to possess, and the invitation to write for further particulars and booklets, or to make an inspection and trial at some specified depot, helps the industry as a whole, by educating the masses to talk of such things and become thoroughly accustomed to them; and makers of advertised cars must in the end reap the harvest from the seed they have sown.

There is no doubt whatever that the right kind of advertising does create more business, and by so doing it raises the standard of living by encouraging the desire for possession. More sales mean greater prosperity to industry, which in its turn means more wages and greater capacity of the masses in spending power.

When civilisation is unaware of the existence of a thing, it can live without it; but as soon as it is advertised regularly on a large scale, there follows the desire to possess—a human "failing" which is played upon by the advertising expert to its fullest extent. The sight of one person in possession of a thing creates desire in another, and this, stimulated by judicious advertising, keeps the ball rolling ever onward. Increased trade means a better standard of living.

A commodity in universal demand generally supplements its press advertising with loose literature.



EXAMPLE 47

Messrs. Huntley & Palmers, Ltd., of biscuit fame, have taken advantage of the follow-on system by instituting a competition. First there was the press announcement, with instructions how to obtain competition particulars, consisting of a 16-page booklet measuring $5\frac{1}{4}$ in. by $6\frac{3}{8}$ in., giving a complete list of H. & P. biscuits, cakes and wafers—there are twelve pages of illustrations, four of them in colours, all halftone illustrations.

Example 47 ("An Aid to Placing the Biscuit") shows the front page of this booklet. Nothing exciting in its get-up, I admit, but there is nothing outrageous to offend the carons of good taste—in print, not in biscuits.

Accompanying this booklet is a 4-page leaflet, embracing the conditions (by the way, the closing date is August 14), entry form, etc.; the fourth page of which is so arranged that by following instructions and folding the leaflet into three, the competitor will then find his circular addressed ready for despatch. There is not even an envelope to find.

The competition is so planned that entrants have to continually search the list of named biscuits to find missing words and fit them into a drafted letter with blank spaces, this forming the basis of the competition. There is £1,500 to be given away in prizes, and everyone can enter without spending a farthing, buying of biscuits *not* being a condition of entry.

A competition of this description will draw many thousands of entries, mostly of the gentler sex, many of whom will possibly get hubby to help them. This must help to popularise the name of nearly 250 varieties of H. & P. biscuits, etc., in homes all over the country to a far greater extent than a page advertisement appearing once only at a cost of about £1,500. But advertisements

announcing the competition were a primal necessity, curiosity and a desire of "obtaining something for nothing" doing the rest.

The idea is quite a good one—hence my giving so much detail—and quite a legitimate one in every sense. The part about it that pleases me is the *final* note on the entry form, which reads as follows: "The purchase of Biscuits is not a condition of entry, and you need send no receipts nor packet wrappers, but you cannot tell how good Huntley & Palmer's biscuits are unless you try them." Cute, isn't it?

Stevenson said: "All speech written and spoken is a dead language until it finds a willing hearer." The duty of the advertising man is to so portray his "material" that (1) it finds willing readers; (2) to express himself in an interesting style; (3) to make it so alluring as to create desire; (4) to make it so convincing that sales result. It matters comparatively little *then* whether the typography of the advertisement is "high-brow," stunt work, ordinary, or even indifferent; but there is not the slightest doubt that good typography attracts the eye, is an aid to expression, pleases by its alluring qualities, and maintains interest to the end because of its readability.

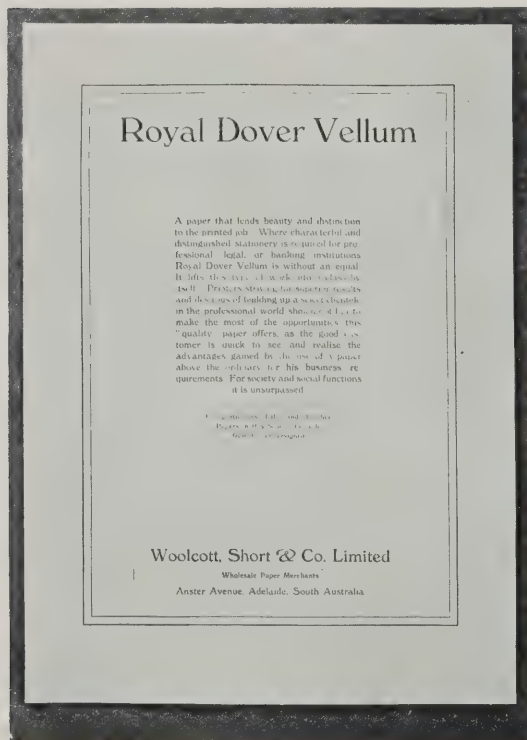
Real art in typography is to *make* the greatest number of recipients of a printed message read it.

The printer should always bear this in mind when preparing booklets, brochures, leaflets, etc. Everything of such a nature that he issues reflects his personality to a greater or lesser degree, just as a salesman pleases or displeases those whom he interviews. These little missives are silent salesmen; and if you handicap them by shoddy productive elements, the blame is not entirely theirs if they fall on barren areas, or find the price-cutter who is on the look-out for another dupe.

The Right Hon. C. W. Bowerman, M.P., has handed me some literature collected in Australia during his recent tour, amongst which is a demy-4to booklet, "Modern Ideas in Printing," being "a display of typography and letterpress machining by students of the Printers' Trade Technical School, Adelaide," in 1923. Although, perhaps, not so voluminous as those issued by the leading technical schools in this country, all the work is very sound. Several kinds of paper have been deliberately used as "part of the job."

Example 48 (Royal Dover Vellum) has been so treated, though naturally it cannot explain itself in this miniature reproduction. Here we have a beautifully clean piece of composition, well balanced, with just one main feature, all else being quite subsidiary. In the original the cross and down rules are printed in red, all the rest being in black. The entire absence of decoration will be at once noticed, though the page does not look bare because of that. The little 3-line tapered group under the big mass of type almost answers for a tailpiece. The type used is Stephenson, Blake & Co.'s Windsor Light, and all is in lower-case.

Example 49 (Goat Skin Parchment) is printed on paper of that name. Here the same series (Windsor Light) is used, and all is printed in black except the ornamental border (in green) between black rules. Capitals have been used to advantage, par-



EXAMPLE 48

GOAT - SKIN PARCHMENT



Recommended to Universities,
Academies and all Educational
Institutions as an Ideal Paper
for Diplomas, Certificates and
Parchment work generally.

Manufactured by Wiggins, Teape
and Co. Limited, who are world
renowned for this class of paper,
its superior quality and durability
can be safely vouched for.

Guaranteed to stand a pressure
of 70 lbs. to the square inch.



FULL PARTICULARS FROM

WOOLCOTT, SHORT & CO., LTD.

ANSTER AVENUE, ADELAIDE

ticularly in the heading; it would have lost a great deal of "snap" if set either in larger lower-case to fill the same width (this would also have disturbed balance); or if put in lower-case of same size type margins would have been seriously and adversely affected. A good black ink with not too much gloss, and well printed, sets off the slightly-toned paper to advantage. This is making good use of ordinary material.

Example 50 (Letterhead) has an American touch about it. In fact, the A.T.F. Goudy Bold and Virkotype Initials have been used. The background of the monogram only is in solid red, the remainder being printed in blue-black on National Bond paper. Observe the two lines at foot detailing the school curriculum! I should have much preferred a drawn monogram, as it could have been made to take up less room without losing in effect; otherwise this is an admirable piece of work.

It is interesting to note that practically *all* the type used in the volume from which Examples 48, 49, and 50 were extracted has been confined to the two sizes mentioned—not even other members of their respective families! All the work is bright, attractive, and *practical*, performed by students. There are undoubtedly some good printers in Australia *as well as* in England, and I should like to see some more of their work.

In this little collection of Australian printing was a souvenir copy of Victoria's oldest daily paper, The Geelong Advertiser, bearing the date of Saturday, November 28, 1840. This is a very creditable production, and methinks it would make, even to-day, some of our "local" newspapers blush



EXAMPLE 50

with shame in comparison with *their* efforts. Unfortunately, no part of the newspaper would reproduce well here, or I would show it.

Even in the "black" '40's, however, the young men of Geelong possessed enterprise, as notice the following advertisement taken from its front page:

HAVING heard several ladies say, (in my incognito) that the young W.X.Y. had failed in informing his wished-for partner, what she may expect to find him, I now remedy this neglect.

I am 22 years of age; above the middle height; large round head; wide but not deep forehead; Roman nose; blue grey eyes, rather large, (accounted handsome eyes); most elegant full-grown whiskers and moustache (à la Albertine), which ladies declare look lovely. I am a gentleman, consequently do not employ myself in any manner of business. In fact, smoking, taking snuff, twisting my moustaches, 'cum multis aliis,' occupy my whole time. I am free to declare that I should be found a real treasure by any well-endowed lady.

Ye gods! Full-grown whiskers and moustache at 22 years of age! Where were the American razor syndicates then? Punctuation and spelling are exactly as appeared in the original advertisement. This is advertising with a vengeance, of which modern matrimonial papers would be proud. The whole front page of The Geelong Advertiser was devoted to business, official and other advertisements similarly set, with a caption line here and there in antique or outline letter. A leading British newspaper was using almost the same style for its advertisements until quite recent times!

In conclusion, to sum up our talk in this issue comes right down to this: Good typography can never hide bad copy, though it may appear to do so. Good copy, a good article to advertise, and good typography are a happy trio; and whenever they are found in the same company, if consistently and regularly used, will seldom fail to make money for the merchant—if the proper media are used!

A local printer has issued a calendar (9¾ in. by 12½ in.) for "local" distribution, arranged as follows: A 3 in. deep advertisement right across the head, four small advertisements down each side, a "Highland in Winter" paste-on colour picture and calendar pad down the centre. Each advertisement represents a local tradesman; the chief part taken by the printer in the job was to receive payment for the advertisements (which no doubt covered his costs and left ample margin for profit); and he puts on his own imprint—a free advertisement. It is quite likely the "stock" items in this calendar are utilised for other groups of advertisers, and in other districts as well.

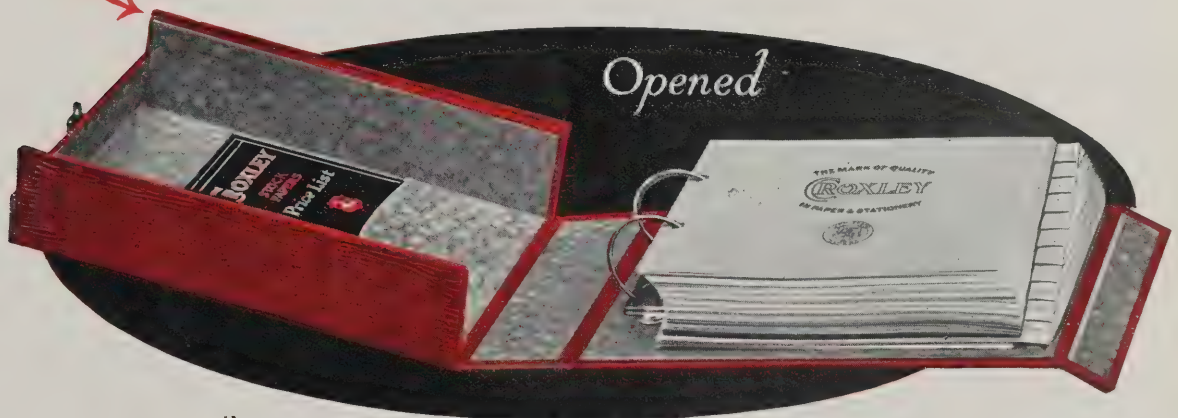
This suggests to me a rather good way of creating printing orders. If any of my readers have been trying out other ideas I should be glad to see them.

CROXLEY'S



Red
Box
for
Printers
Use

FULL RANGE OF STOCK LINES
Printings, Lithos, Cartridges, Duplicators,
Writings, Banks, Linen Faced, Covers,
Ledgers, Tinted Posters, Imitation Art,
Blottings, Greaseproofs, Manillas, News, Etc.



JOHN DICKINSON & Co. LTD.

CROXLEY MILLS,
Mills Sales Office



WATFORD, HERTS.
65, Old Bailey, London, E.C.

APRECIATIONS.

PHILIPSON & SON, LTD. (Newcastle-upon-Tyne).—Your literature featuring Camera-Ads is very effective and should bring you a lot of country business. Process engravers in most large centres issue advertising matter periodically in some form or other; but your demonstrations of effective photography, brush work, and block production bear striking testimony to your capabilities.

MERCHANT VENTURERS' TECHNICAL COLLEGE PRINTING SCHOOL (Bristol).—Your Typography Class Annual for 1925-1926 shows great promise. There is one point I should like your students to remember: Avoid printing modern fine line borders—such as the Renaissance Border—on rough antiques. It loses that fine detail wherein lies its beauty; and any long run on the machine on rough stock is likely to put it out of commission for any decent work afterwards. You have, apparently, a fine range of types and ornaments—which tends to make the work of the instructor far more difficult in impressing purity of style in the young mind.

R. S. (Blackpool).—The book you mention should be very helpful. You might write Mr. J. R. Riddell, Principal of the London School of Printing, Stamford

Street, London, S.E.1; Mr. W. H. Amery, Chief Instructor of Printing, Camberwell School of Arts and Crafts, Peckham Road, S.E.5; and Mr. F. V. Burridge, Principal of the Central School of Arts and Crafts, Southampton Row, W.C.1—all of whom would no doubt be willing to extend a helping hand. You might also try the Manchester Jobbing Printers' Guild and other associations of a similar nature. From the point of view of specimen collections to start with, these—good, bad and indifferent—could be collected and collated as they came to hand from any source, and used to illustrate points accordingly. There is a great deal to be learnt by trying to make good a really bad and ineffective piece of printing.

P. ANDOVER.—(1) Decidedly no. (2) A job that looks right in black generally loses in effectiveness when its main line is printed in a second colour.

Readers are invited to send in specimens for review in "Craftsman's Corner." Noms-de-plume may be used if preferred. Where considered suitable and of general interest, work will be reproduced in these columns. All communications on the subject should be addressed to H. Naylor, 8, Aubert Park, Highbury, London, N.5.

Sports Day at Woking

FAVOURED with ideal weather, the annual sports of the employes of Messrs. Unwin Bros., Ltd., were most successful and enjoyable. Members of the London staff, together with Mr. Edward Unwin, chairman of the company, and Mr. and Mrs. Edward Unwin, jun., and a party of invited visitors, motored from St. Bride Street on Saturday, June 26, to Woking, where they were met by Mr. G. Soundy Unwin, Mr. N. Gordon Unwin, Mr. W. G. Whitbourn (general manager of the Woking works), and others. After lunch the visitors made a brief inspection of the well-equipped works (which were unfortunately not seen in full swing, as no work is done on Saturdays), and then proceeded to a field adjoining the works, which forms part of the ground owned by the firm, where the sports were held.

At four o'clock the visitors and the whole of the employes with their wives and relations were entertained at tea, and sports were resumed until the evening, when the significance of the occasion became manifest, just prior to the presentation of the prizes. A number of the employes were invited to occupy seats in a ring which had been specially formed, and the chairman of the company, Mr. Edward Unwin, one of the most marvellous men for his age (he will celebrate his 86th birthday on August 4 next), came forward to express his intense pleasure at being spared to see this sports day, to which he had looked forward all the year. He congratulated the successful competitors and encouraged the losers by mentioning that they, in common with the prize-winners, had contributed to the enjoyment of their friends and the large company present. This was a memorable day in the history of the firm, as it was the anniversary of the founding of The Gresham Press by

his father, Jacob Unwin, 100 years ago. Having alluded to some of the events connected with the firm during the past century—which will be more fully dealt with in the next issue of THE CAXTON—he announced that the firm had been loyally supported throughout the period by its workers, and the group inside the ring comprised those who had been associated with the firm for 30 years and upwards. Seven had been in their employ for upwards of 50 years, and twenty-nine had rendered from 30 to 48 years' service. The board had decided to ask those of 50 years' service and over to accept a present of £10 each, and all others £5, which would be followed by a further £5 on the completion of the half-century of service.

This unexpected generous recognition by the firm was heartily cheered, and Mr. W. Chuter, on behalf of the Woking workers, expressed their great appreciation of this expression of goodwill, which would undoubtedly strengthen the feelings of loyalty and affection which had so long existed between Messrs. Unwin Bros. and their employes. Mr. Pointer endorsed these remarks on behalf of the London staff.

Mrs. Bailey (daughter of the late Mr. George Unwin), in a nice little speech preceding her distribution of the prizes, referred to the happy days when she was working with them at Chilworth, and brought a message from her aged mother, who still took a lively interest in the welfare of the staff.

The presentation of prizes, which were all provided by the firm, then proceeded, and a thoroughly enjoyable and memorable occasion—which was really a re-union of past and present employes and friends of the firm—was brought to a close.

Home Counties Master Printers' Alliance

Annual General Meeting and Luncheon

ARRANGED to take place at Eastbourne on May 8, the Seventh Annual General Meeting of the Home Counties Master Printers' Alliance, postponed owing to the General Strike, was held at the Holborn Restaurant, London, on June 8.

THE RETIRING PRESIDENT.

Mr. H. H. Potts, of Hastings, terminated an arduous year of office as president, and many kindly references were made to his labours during the year, and to his five years of service as representative of the Alliance on the Labour Committee of the Federation of Master Printers, culminating in the tiring and protracted conferences arising out of the settlement in the printing industry of the General Strike.

A token of the appreciation of the Alliance of his work was a silver cigarette case, suitably inscribed, presented to him by Mr. Oscar V. Viney, the new president, at the luncheon preceding the annual meeting.

ANOTHER INNOVATION.

In the annual report of the Executive, and the remarks of many of the speakers during the day, references were not unnaturally made to the first conference for master printers' sons and young master printers so successfully carried through by the Alliance at Old Jordan's last September, and the Alliance was congratulated on its innovation having been copied in other areas—in Lancashire, in Yorkshire, in the South-West, and in Wales.

Not content with having made history during the past year, the Annual Meeting decided upon a conference of a rather different and even more ambitious kind during the coming year. This will take the form of a week-end gathering at a south-coast town, and "Efficiency of Production" will be considered and discussed. A list of speakers on the various phases of the subject is being prepared, and to it will be invited not only members of the Alliance, but works managers, departmental managers, chief order clerks, and costing clerks introduced by members. The suggestion at first was to limit the numbers to about thirty, but so great was the demand for places—fifty-three entries were applied for at the annual meeting alone—that a much larger assembly is to be arranged for.

THE NEW OFFICERS.

Mr. Oscar V. Viney, of Messrs. Hazell, Watson & Viney, Ltd., Aylesbury, was elected president of the Alliance for the ensuing year. The vice-presidents are Mr. L. B. Mackay (Chatham) and Mr. Alfred Passmore (Messrs. Alabaster, Passmore & Sons). Mr. David Greenhill (Watford) was re-elected treasurer, and Messrs. A. C. Roberts, Wright & Co., were re-elected auditors.

A satisfactory balance sheet for the past year was presented and adopted, and the subscription was fixed on the same basis as the preceding year. A resolution was passed providing for the subscriptions to the Federation and the Alliance in future to be sent direct to the Alliance office. The usual donation of 20 guineas was voted to the Printers' Pension Corporation.

STRIKE SETTLEMENT APPROVED.

Mr. Potts and Mr. Viney reported at length on the negotiations with the trade unions preceding the agreement arrived at by the Federation for the re-settlement of the industry after the General Strike. Criticism of the agreement from some parts of the area was voiced, but subsequently a resolution was adopted empowering the representatives of the Alliance on the Federation Council to vote for the ratification of the agreement.

THE LUNCHEON.

At the luncheon preceding the meeting, at which Mr. Potts presided, in addition to a large number of members of the Alliance, several visitors were present, including Mr. W. Howard Hazell (President of the Federation), Mr. A. E. Goodwin (Secretary of the Federation), Mr. R. B. Simnett (President of the London Alliance), Mr. A. Williamson (Secretary of the Federation Costing Committee), Mr. Alfred Langley, and others.

THE LINES OF FUTURE PROSPERITY.

Mr. Oscar V. Viney, proposing the toast of "The Federation of Master Printers," referred to the widespread activity and constructive work of the Federation to-day, compared with the days when it was said the only items on the agenda were to get prices up and keep wages down. Despite the rebuff the Joint Industrial Council had had during the General Strike, he believed that if the industry was to go forward and prosper it was essential to develop along lines of conciliation in their own works and the formation of district committees throughout the country. He coupled the toast with the name of Mr. W. Howard Hazell, President of the Federation, and said that the successful result of the campaign for the standardisation of paper brought about largely through the efforts of Mr. Hazell during many years was an example in simplification to other sections of the industry and to other industries.

COMMENTS ON THE STRIKE.

Mr. W. Howard Hazell, replying to the toast, said the Federation had passed through a severe test, but had surmounted the ordeal successfully. One reason for the success had been that the Federation had been moderate in its demands of the trade unions, deciding that the General Strike was not an industrial dispute, but a political dispute, carried on by the unjust and illegal methods of the lightning strike, and only considering throughout their deliberations how they could frame regulations and measures for the future to prevent such methods. For many years, through costing and paper standardisation and other schemes, the Federation had been seeking to improve the efficiency of the industry, and the Home Counties Alliance, by their test estimate campaign and the conference for young master printers at Jordan's, had largely contributed to that effort. Efficiency was an important ideal, because it would lessen the cost of production and assist the development of the country and civilisation; and, after all, modern civilisation was based on printing. He said that in adopting paper standardisation this

country had set the pace which America had followed. He concluded with a reference to the democratic organisation of the Federation.

A CLAIM TO DISTINCTION.

Mr. A. E. Goodwin, proposing the toast of "The Home Counties Alliance," referred to the continued service to the industry of the past-presidents of the Alliance—Mr. A. Bennett, Mr. D. Greenhill, Mr. G. Soundy Unwin, Mr. S. F. Oxley, and Mr. A. le Pine Strange. The Home Counties had won a new claim to distinction in that it was largely due to the printers in the area that the press of the country had not been extinguished during the General Strike.

THE FEDERATION AND THE SMALL PRINTER.

Mr. H. H. Potts, replying to the toast, said that

the fact that he as a small printer had been enabled to give so much time to the work of the Alliance was entirely due to what the Federation and the Alliance had been able to do for him in his own business. From the inception of the Alliance, it had had splendid workers in the presidents and secretaries of the associations, and their work had been specially marked during the strike in the manner in which they had seconded the efforts of headquarters. He also paid a tribute to the work of the Secretary of the Alliance, Mr. P. D. Michael.

The toast of "The Ladies and Guests" was proposed by Mr. R. A. Austen-Leigh, and to this Mr. Alfred Langley (Chairman of the Federation Collective Advertising Committee) and Mr. R. B. Simnett (President of the London Alliance) responded.

Mr. C. W. Bowerman, M.P.

On His World Tour

MR. ALFRED LANGLEY presided over a well-attended meeting of the Jobbing Guild of the London Society of Compositors on Wednesday, June 16, when Mr. C. W. Bowerman delighted and interested his many friends with a talk on his tour round the world. Before his references to printing and printers, he gave his own impressions of places and peoples at Banff, Vancouver, Honolulu, Fiji, Auckland, Wellington, Sydney, Brisbane, Ballarat, Tasmania, and Melbourne.

He spoke of Sydney as offering a good opportunity to good printing craftsmen, though there was a strong objection on the part of Australian trade union leaders to the importation of British workers in the printing industry.

It was interesting to hear the speaker say that at the Government Printing Works in Brisbane he saw a lot of commercial print work which was being done to help the local printers out. This seemed to suggest openings for master printers with a little capital.

At Tasmania, Mr. Bowerman was entertained by "Jim O'Grady"—as he used to be known in this country—but known as His Excellency in Australia. By statute no one is allowed to work in Australia more than forty-eight hours per week. The Arbitration Law provided for cases relating to wages and hours being heard on the application of one party to the dispute.

In Brisbane the printers had started a Joint Industrial Council—the only one in Australia. There men felt that the Government had exercised undue influence in the settlement of industrial disputes through the Arbitration Law.

No apprentice was taken on except through the Labour Ministry. All such lads registered their names with the Director of Labour, and if the employer wanted to take an apprentice he had to go to the Director of Labour to get one; he had the right to select a lad, but he must select through the panel. The Ministry of Labour insisted upon three months' probation in order to see that the lad proved his fitness for the trade. The boys went to evening institutes or technical classes for four hours a week. The moment a lad became an apprentice he was watched by the Apprenticeship Committee, appointed by the Government Authority of the city. This Committee could go at any time into a printing office (as they could into any other office) to make sure the lad was properly taught, and also that the lad was availing himself of the opportunities given to him. There was a six years' indenture, and the terms were settled by the Arbitration Court. It was not a question between the employer and the men. The rates in the first year were 17s. 6d.; in the second year £1 2s. 6d.; in the third year £1 7s. 6d.; in the fourth year £1 17s. 6d.; in the fifth year £2 7s. 6d.; and in the last year £3 7s. 6d. These rates were fixed by award in the Industrial Court. On the whole the offices were very well equipped and doing good work.

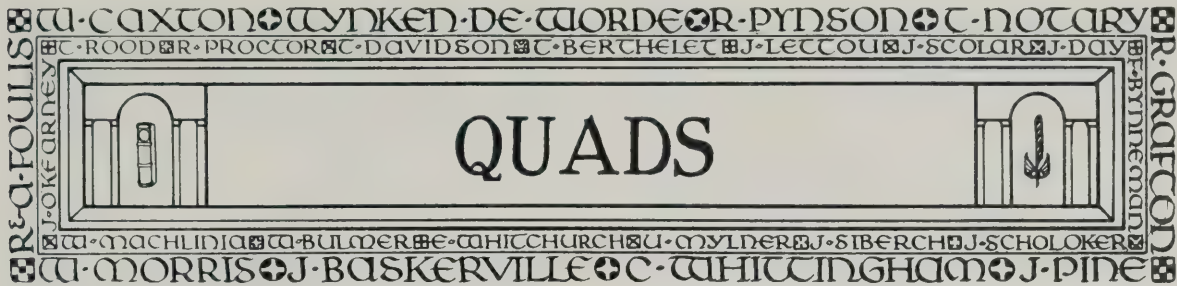
This interesting talk was listened to with great pleasure, and many questions were asked at the close relating to trade conditions in Australia.

On the motion of Mr. George W. Jones, seconded by Mr. A. E. Owen-Jones, hearty thanks were offered Mr. Bowerman for providing those present with a most interesting evening.

Stationers' Company

FOR some years a committee representing the younger members of the Worshipful Company of Stationers, which is identified with the printing trades, has been endeavouring to alter the regulation by which the Court of Assistants of the Company is composed of the senior members of the Livery, and which has been in force since the inception of the Company in 1403. The Court has now acceded to the request of this committee by

allowing the Livery to nominate four of their number, so that the Court could select two to represent the Livery on the Court. The two Liverymen elected are Mr. R. A. Austen-Leigh (ex-president of the Master Printers' Federation) and Mr. J. R. Riddell (Principal of the London School of Printing), who are respectively the chairman and secretary of the Livery Committee which has done so much to make the Company's social and educational functions a feature of city life.



QUADS

THREE notable centenaries in our craft this year. It was in that year of deep depression, 1826, that Jacob Unwin set up in business as a printer and stationer in White Lion Court, off Cornhill, in the city of London; that the Bemrose firm had its start in the Midlands; and that Bradbury & Evans (later to become Bradbury, Agnew & Co.) began their business course.

If these three hadn't started in 1826, I doubt if they'd have dared the ventures in 1827. For '26 was a year of bank smashes and business bankruptcies all over the country. The publisher Constable and the printer Ballantyne of Edinboro' went under, to name only two firms; and their calamity involved the ruin of their secret partner, Sir Walter Scott. He had hoped to found a family by his sale of his books and by his holding in these concerns. Instead he was suddenly faced with over £100,000 of debt, which he set himself to "write off" in the best of ways; *i.e.*, to pay off by "fresh writings."

He produced pot boilers henceforth, with painful labour and poor artistry; he paid off a very great deal of the debt, and died believing that he had paid it all.

A NOBLE effort; paralleled (may we say?) by the fine struggle of another great man, Mark Twain. He lost his all in the Paige type composer; that invention of scores of contrivances which aimed to cast and compose single types by one machine. "I'll pay 100 cents on the dollar," said Mark Twain, and he made good his resolve.

THE Bradbury firms suggest four things—Dickens (whose early printers Bradbury's were); Punch; The Daily News; and the world of art. Dickens in 1826 had become or was just on the point of becoming a 13/6 a week clerk to an attorney in Gray's Inn. He had not, I think, started upon shorthand. He would become "a learned man"; a creative artist he hardly seemed to contemplate becoming, but "learning" the boy did ardently covet. In about ten years he had produced *Pickwick*.

JUST this note in passing. Dickens depicted a London and an England on which we love to dwell in years when on every hand were to be seen ugly sights, and when were done ugly things on which we hate to dwell. Mrs. Gaskell wrote in the eighteen-forties her anonymous "Mary Barton," with its keen first-hand observation and its indictment of Manchester factory life. Its purview was Manchester of the 'thirties. Dr. Arnold from his Rugby post simply could not understand any public-spirited man being happy in those dread-

ful times; he must needs start The Hertfordshire Reformer, and keep it going as long as his none-too-full purse could anyway support the drain.

WELL, each of these three was true to himself or herself; the head of an aristocratic school, the Unitarian minister's wife, the young author. It is not belittling the other also notable names if one finds real pleasure and some new guarantee of confidence regarding life and the universe from this miracle of Dickens, that in days when there was so much evil to be seen, his eyes, like the eyes of which the prophets speak, were "in every place, beholding the evil *and the good*."

THE words which I have italicised being the words we commonly forget.

DICKENS, too, was as great a reformer as any man, but he only wanted to reform that part in measure or in man which needed reforming. We never rise from his company with a consciousness of despair for human nature or for ourselves.

THE reformer is apt to suffer, as has been well said, from "an atrophy of the sense of justice." Dickens was for doing justice all round.

His relations with Bradbury & Evans were very intimate. They became great friends, though at one time an unfortunate coolness, I believe, developed. Dickens was temperamental, one must not forget.

IN 1846 Bradbury & Evans started The Daily News, on the very night on which Peel rose to mark his complete economic conversion by a measure for the repeal of the Corn Laws. Dickens was its editor for a week or two; but he disliked what he thought a not very happy or handsome arrangement made for the employment of his shorthand-writing and quite capable father; and other things upset him and led him to retire. He was in the wrong place as editor.

PUNCH was started about the same time as The Daily News; and there have been many cases in which the same brilliant pens served both papers. Douglas Jerrold's was one generations ago; "Evie" is an instance to-day.

MESSRS. BRADBURY & AGNEW set up a fine printing works, the Whitefriars Press, at Tunbridge, a few miles from "the Wells," as Tunbridge Wells is often called. Truscott's joined them as Tunbridge factory neighbours. It is a sad sort of fireworks illumination of a Bradbury Agnew Centenary that June 22, 1926, should witness a disastrous fire at the Whitefriars Press. The sympathy of the whole craft goes out to the printers so sorely tried; to the firm and to its staff.

FIRE also has three times afflicted the Unwins.

THE Unwins are printers to whom out-of-the-ordinary troubles have always seemed to be their ordinary lot; and who have thriven upon these experiences. Troubles, in the way of accidents, would seem to have sought them out, and they, too, seem always to be seeking trouble—in this good sense, that they have consistently and persistently gone out of the way to challenge the difficult things in printing craftsmanship.

ABOUT ninety years ago their first, and in the deepest senses the worst, of the troubles was when the Unwin home, which was alongside its business premises in Bucklersbury, was burned down, and two young sons of Jacob Unwin (the founder of the business), with an apprentice and a young servant girl, all lost their lives in that fire. Mr. Edwin Unwin possesses a book which shows marks of that burning.

THESE Bucklersbury premises were situate on a spot which is now part of the actual roadway in Queen Victoria Street.

A MOVE was made from Bucklersbury to Oxford Court, and for about twenty years Unwin's were developing their now important business in that region. During this period Jacob Unwin died in 1855 at what would then be called a fair age, about fifty-three. We live longer to-day than did our grandfathers. George Unwin, as a youth, had to take up the burden of the business, being joined in the 'sixties by his brother, Mr. Edwin Unwin; whom we have still with us, and every healthy indication may hope to see for yet many a long year.

THE Salters' Company were the next troublers. They worried the firm in regard to alleged nuisance through noise or vibrations from their engines or machines; and, without a penny of compensation, out the Unwins went. This was the second notable untoward happening, to think merely of such things as do not ordinarily befall business men.

At the beginning of the 'seventies the firm delightedly bought and adapted to printing purposes a paper mill at Chilworth, in beautiful Surrey. This was a mill in regard to which that fierce, irrational, Tory-Radical, irresponsible, unaccountable publicist, William Cobbett, had declaimed that two of the most damnable inventions of mankind were "polluting" that lovely valley. One, he said, was the manufacture of gunpowder and the other was the manufacture of banknotes. Unwin's took over the mill at which the notes had been made.

In doing so they relied largely upon assurances by a ducal agent that facilities would be given for the erection of cottages for their workpeople. Now came untoward happening No. 3: every kind of difficulty was placed in the way of cottage building, and they never got any effective help towards their housing.

FINALLY came the disaster of a fire in the late autumn of 1895. It was conjectured that dry straws or other wisps of a bird's nest were ignited by some sparks from the stereo foundry on a Saturday evening. Anyhow, the fire got its terrible hold, and the destruction was complete.

THIS was a sad sequel to high hopes and high endeavours; particularly sad to Mr. George Unwin. He lived upon the works. He had flung himself wholeheartedly, as had his brother, into the progress of the business considered in its broadest comprehensions, and meaning the well-being of the whole large staff. The firm had definitely pioneered, or at any rate had markedly borne a share, in quite a number of important industrial developments and amenities. I have in mind particularly their pioneering sick fund, their savings fund, and a plan by which they gave specific money encouragements to apprentices, determined by regard to their attendance and general conduct. And further I am thinking of their promoting a band—the Saint Martha's Brass Band, as it was called, because the works of the Unwins, the Gresham Press, were known locally as the Saint Martha's Printing Works.

MR. GEORGE UNWIN had a notable part in establishing a village institute. With his personal musical proficiency, and with his great interest in zoology, and in general his interest as a collector, he was able to be an informing and entertaining guide and helper to any of his staff who would avail of them. He was also an educational pioneer. He did a great deal to promote and assist evening studies.

MR. W. B. MARR, the London manager, whom many of us I think well remember, and Mr. Flewin and others, with, of course, the energy of the partners and their sons—who had by now come to man's estate—accomplished what may well have been a record in quick adaptation of a printing works. Within forty-eight hours, a warehouse adjoining the London premises (which by this time were in Pilgrim Street) had been equipped with a great amount of composing plant, and the composing staff transferred from Chilworth was hard at it in London.

THE London men must have appreciated this swiftness, for they certainly were thoroughly habituated to speed. What they could do in London was shown in the early days of some of the snippety journals, as they were called, Tit-Bits, Pearson's, or the like. Unwin's had a good deal to do with the mechanical triumphs secured by these new and daring publishers, and particularly were consulted by, and were of great assistance to, Arthur Pearson in his first adventures as a journal publisher. I believe Mr. Edwin Unwin, jun., cut some of the very first overlays for The Strand Magazine.

A LITTLE later there was a fire in the London works. Not so serious, but yet one which again gave an opportunity of showing what could be done by a firm to whom experience of handling difficulties had become second nature.

THE works were never re-started at Chilworth, but instead another large mill was taken and was adapted at Woking. At Chilworth, water-power operating through turbines had been the power reliance. At Woking again turbine power could be availed of, but the present large and well-equipped Unwin Works have now abundant power quite apart from the power communicated by fall of water.

A VERY casual inspection of the Woking works reveals one thing which illustrates what I have said as to difficulties being sought after rather than avoided. The Unwins have been among the earliest to be constantly tackling polyglot work, and also work dealing with the higher mathematics—full of signs and symbols and fearsome-looking expressions. A very considerable part of what is habitually going forward at Woking is of this character.

UNWIN firm sports this year have naturally been an occasion of much more than ordinary interest. They recall the Jubilee Sports of 1876, which were held in fields near to the Chilworth Works. On that occasion Mr. George and Mr. Edwin Unwin each received a fine old Irish silver cup—each cup precisely like the other, and happily inscribed with the words, "My brother's owner is my owner's brother."

TRAVEL again has never been allowed to seem difficult. George Soundy Unwin spent a year or more in the New York works of the famous Theo. De Vinne, then the printer of *The Century*, and a printer of outstanding, in fact of world-wide, fame—De Vinne after whom the famous type is named. Mr. Edward Unwin, jun., spent quite a time working on the premises of the R. & R. Donnelly firm, of Chicago. He also spent some time in a German printing house. Another Unwin has also acquired part of his printing experience abroad.

MR. GEORGE UNWIN has done a great deal of world travel in the last couple of years. And just before the war Mr. Edward Unwin, already then well over seventy, visited South Africa, New Zealand, and Australia, mainly to re-greet members of his large family.

It is pleasing to have the opportunity of expressing, particularly to the chairman of the company, in the informal unofficial way in which a writer in a trade journal can speak, the hearty greetings and congratulations of readers throughout the craft.

OF course, no man can escape the burdens of eighty-six years, but he seems to wear them as lightly as anyone could expect to wear them. Certainly he has much to look back upon with pleasure in the review, and I hope is still so young of heart and confident for the future that foreview is as cheerful with him as retrospect.

PARTICULARLY do young printers owe him gratitude for his service to the London Printing School, and for the way in which, in connection with the Stationers' Company, of which he is a Past Master, he has done so much to foster the association of our historic Stationers' Hall with the young life and the young ambitions of the craft. All honour then at this centenary time to this veteran, and to his kith and kin, and to the famous Gresham Press. It has a great past, and surely its greatest days are before it.

HEARTY congratulations to The Gloucester Citizen. It celebrated its jubilee on May 1. On that Saturday it entertained a distinguished Gloucestershire company at the famous old Bell Hotel in Gloucester. Colonel Horlick, M.P., and the Mayor of Gloucester and a number of county and city notables were present, and heard a very comprehensive, informing and wholly appropriate speech by Mr. Harry Godwin Chance, M.A. He has

been a notable figure in Gloucester city life for thirty years: in journalism, of course; in music, perhaps almost equally; and, as an incidental, in the chair of the Gloucestershire Chamber of Commerce.

It was a very graceful act on the part of The Citizen to invite old-time members of its staff; and as I forty years ago was reporting for The Citizen and its companion paper, The Gloucester Journal—which is more than two hundred years old—and was even writing some of its causerie jottings, I was included in the invitation and attended the banquet. What vivid memories one had of Thomas Henry Chance, a no-nonsense, sensible, just and thoroughly able journalist. How hotly he vented himself on me now and again, and with what insouciance did I somehow manage to withstand it. I could say with Henley: "Under the bludgeonings of Chance, my head was bloody, but unbowed."

ON Monday, May 3, the firm entertained the staff. There was a skeleton at the feast. At twelve o'clock on that Monday the staff were under orders to come out, and came out; but I believe there was remarkably good temper on both sides. It rather recalls the pirate who was "the mildest-mannered man who ever scuttled ship or cut a throat."

WELL, it is all over now—except the—laughing—and the well-wishing for the next fifty years.

"STEP carefully here, please. And now, not a yard, not a foot further. Far too dangerous."

LIKE Agag, we went "delicately," my Whitefriars Press guide and I, as we traversed the border of the devastating fire at Tunbridge. It broke out, no one knows how, at just about 1 a.m. on Tuesday morning, June 22. These fine works unfortunately had no automatic sprinklers. These are of inestimable service. They reduce fire danger to the minimum, and they arguably cost nothing—for your premiums are reduced because of their adoption by ordinarily 40 to 50 per cent.

THE Whitefriars Press had automatic fire alarms, and these did their part well. The Tonbridge Brigade received a signal at 1.3 a.m., and the captain and fourteen firemen were very quickly on the scene. The Tunbridge Wells Brigade was also on the spot as quickly as the intervening six or seven miles could be covered. The Press has its own brigade; whose members doubtless did their best, but I fancy some of them have to live a good way from the works.

THE composing department and the monotypes, keyboards and casters, all "went down," as my companion put it; and the white paper store became a horrible black inferno. Vast mounds of quad paper stood up here and there, but bearing no likeness to paper. The flames had utterly carbonised their sides and the top sheets. They and the surrounding medley might have been so much irregular litter of yet unhewn, badly-left mounds and hummocks and masses and chunks of coal in some working of which we miraculously could see a horizontal section.

CURTIS's said to me in their vast Philadelphia works (The Lady's Home Journal establishment): "We receive paper at five cents a pound, and we

turn it out of our place in printed magazines at twenty cents a pound." These aren't the exact figures, but they will serve.

In this case paper had been received, small mountains of it, at, say, 3d. or 4d. a pound; and it has been turned out by the fire at—what?—per lb., as salvage.

It is very sad, but it could easily have been much worse. The brigades did well. Firemen with gas masks first entered the white paper store to locate the heart of the fire. They had to be quickly pulled out again (so my friend Mr. Bowerman's Kent Messenger tells us, this being the earliest full report published). Whatever the gas-mask men's disappointment, the brigade probably profited to some extent by their daring and practical skill. Anyhow, the fine machine-room devoted to colour work and the large bindery were saved. There was plenty of water, and it seems to have been pouring in in about 15 minutes from the fire alarm sounding. The works are a bit off the main thoroughfare, so the fire-saving work seems to have been quite good.

THE employes met in a picture palace on Tuesday morning; and passed and sent a resolution of sympathy to the directors. That's the new spirit in industry. That is what Lord Goschen called "Imagination in business"—a sense of other men's difficulties, and a desire to make that friendly understanding manifest. A wish to be encouraging and helpful.

AND quite good, too, was the directors' attitude, shown, I believe, within an hour or two in the following statement: "The directors are pleased to state that they have every anticipation that within a few days it will be possible to resume work, as only a few printing presses will be put out of action, and all necessary plant and supplies are being obtained immediately."

ON that perfect day of June, Saturday the 26th, three generations of Unwin employes were represented at the firm's annual sports at Woking. I rather think two, possibly three, generations were represented among employes there assembled. A particularly interesting visitor was Mr. Townsend, a successful South African master printer. He was apprenticed to the Unwins at Chilworth, but forty-six years ago left for South Africa.

"If I hadn't been such a jackass," he told the prize distribution gathering in a very jolly, breezy speech, "if I hadn't, I should have had a tenner to-day." Certainly he would; for Mr. Edward Unwin crowned a delightful speech by presenting £10 each to seven of the staff who had served fifty years or more; and £5 to each of about thirty who had served thirty years or more. There would be another £5, he said, in each case when the years of service had reached fifty.

THE result of the last financial year's trading has been the best in the hundred years' history of the Gresham Press. That was an intimation Mr. Unwin was able to make to the company, and the cheers were, I am very sure, an expression of a pleasure that was instinct with real companionship and mutual goodwill. It well might be. What a spectacle this was; not to be paralleled in the craft in Britain, nor probably in the world. A stalwart, mentally able and large-hearted veteran of eighty-six speaking clearly, forcefully, on the centenary day as he had done on the jubilee day; and wit-

nessing to the same consistent Unwin tradition. Money-making, he said, had never been the only object of that firm. He could have said that it had at times missed great orders because there was something connected with them which aroused a conscientious objection.

"A HUNDRED years ago to-day," said Mr. Edward Unwin, "my honoured father wrote in the diary he kept: 'I rise this morning in a new character—master of an establishment.' For nearly thirty years his energies were spent in building up the business with which for over seventy years I have been associated. . . . He died at the early age of 52. Faithful and trusted employes then, as now, enabled my late brother, Mr. George Unwin, to carry on and later, with myself, to found the firm of Unwin Brothers, which continued in that form till 1903. During some prosperous years attempts were made at profit-sharing. No sooner started—than a period of great industrial slackness followed."

THE present directors, the speaker continued, accept the principle, now very generally recognised, that capital and management and labour are equally entitled to share in the results of any business. "I do not say to share equally, but equally entitled to share. The directors recognise that labour must through its representatives have a more intimate knowledge of the details of the business if entire confidence in the management is to be secured. For lacking this knowledge, so-called profit-sharing schemes have failed to satisfy."

WHAT the Unwin firm rather favour is apparently a method of promoting direct shareholding, as that, to continue quoting Mr. Edward Unwin, "provides with absolute certainty that where a divisible profit is made it will be shared by all. This also," he added "becomes a notable incentive to co-operation, without which the best business in the world cannot achieve the greatest success."

AND here he referred with great appreciation to the remarkable speech in which Mr. Philip Snowden lately declared that organised labour should henceforth aim at the greatest degree of co-operation with employers.

"LET us resolve," the speaker concluded, "that whatever in our judgment interferes with perfect co-operation between the firm and workpeople shall be altered, and whatever is going to make that co-operation perfect shall be adopted."

"PROVIDENCE has smiled upon the Gresham Press; 1926 finds us almost overfull of work; and with a reputation which bids fair to earn for us many years of prosperity."

THE cheques having been presented to the long-service men, and Mrs. Bailey (daughter of the late George Unwin) having most charmingly distributed the prizes with a very natural and very acceptable little speech, out into the centre stepped Mr. W. Chuter, chairman of the local T.A. branch, and I think of the local co-operative movement. His words were few, frank and forcible, and seemed just to hit the mood of the whole company.

"I SHOULD like to say how much we appreciate the Chairman's remarks. I think I can safely say on my fellow-workers' behalf that anything you do in the future will meet with every sympathy and every help from us. That you have got our good-

will I think we have proved, and I am certain that goodwill has been cemented this afternoon. Every one of us recipients of your bounty will remember this day.

MR. POINTER spoke for the London staff. And, of course, the veteran manager, Mr. Whitbourne, had a word or two, well received. He always found the directors broad-minded and open-hearted to any case of difficulty he brought before them.

AND, to conclude, there was the breezy talk by Mr. Townsend, who would have us go through life and its tasks with a smile.

AND so back to town, after a very pleasant day. Mr. J. H. Williams was a very fitting representative of fellow master printers, pleasing the firm by his presence. And Mr. F. W. Bridges was another who came and remained till the end. Bearers of the Unwin name were in great strength.

THERE was no other ceremonial; just the vigorous well-arranged sports; and the prize distribution, featured by this notable speech by the chairman of the company, and the cheque distribution, and the response by Mr. Chuter and Mr. Pointer from the workers' side.

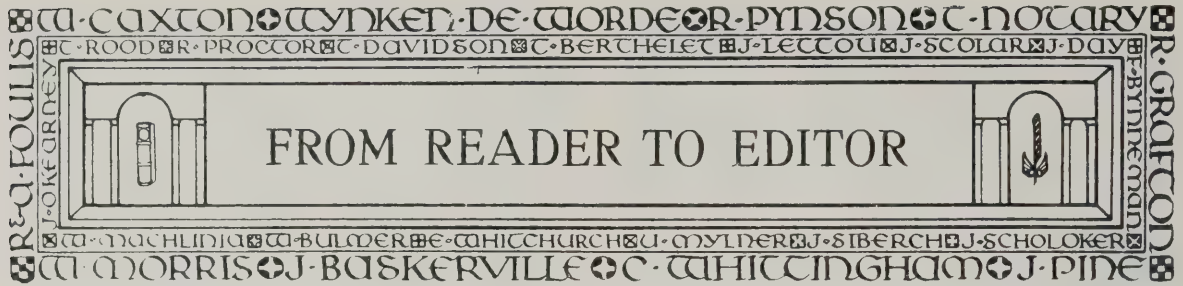
FRANK COLEBROOK.

Doctoring Printing Inks

THE busy printer views with scepticism and with some measure of alarm any proposals relating to the "doctoring" of his colours, preferring to rely on the stolid customs and habits handed down by his forefathers in the trade rather than risk possible "spoils" in an attempt to produce something better than the usual or to eliminate those difficulties which he knows from experience certain jobs must present. The speed of output demanded by modern conditions must be blamed for this, yet there are some printers—mostly large concerns engaged in very high class work—who have found the time to experiment, and have discovered that the use of certain admixtures with the inks produces some very desirable effects, and at the same time tends to lessen some of the more common difficulties of the craft. It is but natural that discoveries of this nature should remain in the justifiably jealous hands of their origin, and, under the keen stress of competition, the vast majority of printers remain in ignorance of the remedies which are at their command. Also, it cannot be expected that the average printer can have sufficient chemical knowledge to enable him to experiment along such lines as will cause any of the excellent printing inks on the market to combine with satisfaction or perfection with the unsuitable or even inferior papers which he is so often called upon to use.

It is therefore a matter of great interest to the trade that an organisation has been formed in London to bring within the reach of all printers the fruits of the research work carried out by highly skilled analytical chemists in close co-operation with widely experienced practical printers. These chemists have already produced a series of admixtures which are being marketed under the name of "Restorex Remedies," for which it is claimed they overcome respectively most of the difficulties due to incompatibility of paper and ink and other common causes. We are informed that litho and letterpress printers experiencing difficulties of a particularly obstinate nature are invited to submit their problems, together with samples of the ink and paper in question, to Mr. E. W. H. Stanleigh, of 23, Bartlett's Buildings, Holborn Circus, London, E.C.4. The samples submitted will be analysed, and, not only will an advisory report be supplied free to the particular printer concerned, but details of the problem and its solution will be forwarded to the trade press for the benefit of the trade generally.

Probably the most acute trouble experienced by every printer is that occasioned by the necessity for rapid drying of the printed sheets. The slightest excess of ordinary dryers added to the ink will cause an unnoticeable skin to form on the surface of the printed ink, with the result that resoftening occurs, and drying then takes many days, or, in some cases, never really takes place at all. Among the "Restorex" group of remedies is a new dryer called "Duratin-Electronor," which, whilst particularly recommended for litho and offset work, can also be used to advantage by letterpress printers. This dryer, which is colourless, and does not affect the colour or density of the inks, produces a state of perfect dryness within four to five hours. Colour prints which remain sticky after the last working can be effectively treated with a final working with a full plate of "Duratin-Electronor" and interleaving will be unnecessary. It is also claimed that this preparation produces an even gloss. For very urgent jobs where immediate drying is necessary a new quick dryer has been discovered, and has been given the apt name of "Seccoprestol." It is further claimed that the addition of only one to two per cent. of this dryer will produce an effect hitherto unobtainable, and as much as eight per cent. can be added without causing re-softening or without fear of affecting the colour or permanency of the ink. It is also noteworthy that the drying process commences immediately, and that the action of drying increases in proportion to the amount of the dryers added. These are but two of the "Restorex" remedies which will find a place in every printing shop, but in an interesting booklet which we have received particulars are given of sixteen different remedies for combating a range of difficulties which appears to cover all the worries of the modern printer. Included in the group are preparations for preventing toning, for reviving dried and thick inks, for preventing ink from drying on the rollers during intervals or over night, for printing on metal sheets without previous heating, and for preventing plucking. There are also remedies for use when printing on papers which have either excessive or insufficient absorbent qualities, and of particular interest is a preparation for treating defective litho stones. It is impossible to describe in detail the effects claimed for all these preparations, but every printer should obtain a copy of this book of "Restorex Remedies," which can be obtained free.



FROM READER TO EDITOR

The Editor, CAXTON MAGAZINE.

Sir,—It is to be hoped that workmen-readers of THE CAXTON will not be unduly depressed by the airy conclusions of Mr. Frank Colebrook. Yet, if correct, these mean—what? That eventually, if not immediately, must come the abolition of journeymen in favour of apprentices; or, replacement of the printing fraternity by those untrained but eminently capable (!) volunteers to whom Mr. Colebrook hands bouquets.

Possibly, if the talented architect of "Quads" were to make a few inquiries among printers' engineers and those who deal with repairs to machinery and running gear, he would learn something of the destruction wrought by clever youngsters and their elders, who became suddenly proficient at jobs in which some of us were engaged for years before even satisfying ourselves. He might find, too, that matters would have been infinitely worse for printers and others but for the natural hesitancy of many employers to requisition unskilled labour; realising, perhaps, that even a well-trained staff can provide a sufficiency of disaster to meet all reasonable requirements.

Mr. Colebrook does not confine his modern instances to the printing business. He tells of "young scientists" who "walked about among the live rails and other rails of the Tube's electric railways" in a way that was very startling to those who were "less clear" as to where safety ended and trouble became inevitable. Presumably those "less clear" on this matter were the members of the regular staff. Wonderful, isn't it? By this time, probably the young survivors have gone back to their training quarters; at all events, let us hope so. I cannot speak for the Tube's electric railways, but I happen to know that, in my neighbourhood, of four engines which received the delicate attention of volunteers, three have not been seen or heard of since. In some remote sanctuary they rest from their labours.

At another point, Mr. Colebrook repeats without comment an alleged remark that motor-'bus driving was "a kid's job." Now, I have no quarrel with Mr. Colebrook, no desire to question his ability in a general way, no personal animus whatever. But should this discerning writer attempt to drive a motor-'bus from, say, Liverpool Street to Charing Cross, I think intending passengers would be well advised to take the lesser risk of walking. Yes, I think so. It is fairly clear to me that, though Mr. Colebrook may be remote from the kid period in the matter of years, his capacity for joyful kidding is undiminished.

While on this matter of transit, I may add that it was my doubtful privilege to visit a tram dépôt in which volunteers had been sheltered, but from which not a single car was moved. The results of

volunteer occupation were painfully apparent, not only in the seemingly wanton destruction which infuriated the returning staff, but in directions of which details would not be palatable. "Bohemianism at its best," eh, Mr. Colebrook? M'yes. I am inclined to wonder what its worst is like.

Finally, I take Mr. Colebrook's declaration that "Labour has lost hope." Has it? This will be news to many, even to those who, like myself, could see in the General Strike a two-edged weapon capable of inflicting most harm on the wielders.

One sterling fact stands out clearly: it is that the much-expected revolution showed no consideration for the prophets. It simply declined to revolute. The hot-heads whose efforts might easily have created what they professed to fear were not in the workers' camp; their location was higher up.

Another indisputable fact is that, apart from all else, the General Strike was a magnificent demonstration of unity in a cause believed to be right.

It is commonly reckoned that the workers are unlikely to enter on another General Strike; certainly not for a long time, if ever. It occurs to me that not only to employers, but to constituted authority, this is a very comforting thought, in spite of all the efforts of all the volunteers who rushed to the rescue, incidentally having a good time from their point of view, but leaving the wreckage to be cleared by their successors, and the bill of costs to be settled by their patrons.

Yours truly,

A. MATTHEWS.

The Editor, CAXTON MAGAZINE.

Dear Sir,—It is unfortunate that you thought fit to inform your readers who wrote the article, "Mystery and Art of Printing, Learned in a Few Hours." It is only worthy of the editor of The Daily Mail.

It would be equally as logical (or illogical) to write an article on "Editorial Work Learned in a Few Minutes," because a great part of it consists of "pen pushing," the use of the scissors, and a paste pot!

A more ill-timed article it has rarely been my lot to read, especially coming—as it does—from the editor of a magazine interested in the cause of technical education and the general advancement of the craft.

I saw many publications during the strike. Although produced by no doubt intelligent amateurs, they all supplied excellent examples for the technical instructor of "How Not To Do It."

Although I have been connected with the craft for upwards of 40 years, I still retain my modesty in respect of technical knowledge and attainments; at the same time, I have never regarded anything connected with it in the nature of a mystery.

I much prefer the truer words spoken by Mr. F. G. White, under the article "Humours of the Printing Office," page 357:

"Interspersing the sublime with the ridiculous, the lecturer told us 'printing . . . was a craft that was never learnt, never mastered, for with its ever-improving demands and the invention—practically daily—of many new machines and processes, it tended to make devotees, rather than just workers, to the craft.'"

I am, yours faithfully,

RICHARD C. PYE,

Full Tech. Certificate, and Registered
Teacher in Typography, City and Guilds
of London Institute.

[The writer of this letter has not, I fear, such a developed sense of humour as he thinks he has, nor has he sufficient knowledge of the history of his craft to know that the use of the word mystery in connection with it is at least 600 years old. I am not foolish enough to imagine that the art of a George W. Jones can be acquired in a year—or in a lifetime by most printers—but I have sense enough to see that many of the jobs in the printing trade which are made close preserves, and thought to be highly skilled, can be learned by intelligent men in a fortnight. A man can learn to set a stick of type in a fortnight, and some men can do little more at the end of 40 years.—EDITOR.]

Author of Poster Dispute

An action of considerable interest because of its unique nature was recently raised in the Sheriff Court, at Perth, by John Horn, Ltd., lithographers, Glasgow and London, against James McNee & Sons, preserve manufacturers, Crieff, and David Allen & Sons, Ltd., lithographers, Glasgow, Belfast and London. It was for interdict and damages. Pursuers craved interdict against defenders printing and circulating a large poster advertising the jams, jellies and marmalades of the defenders, Messrs. McNee. The contention of pursuers was that the poster printed by Allen & Sons, and being exhibited by Messrs. McNee & Sons, was a copy of an original coloured sketch submitted by pursuers to Messrs. McNee when they quoted for posters. Defenders on the other hand denied that their bill as produced was a copy of pursuers' sketch. Originally interim interdict was granted by Sheriff Boswell and a proof-before answer was allowed. On appeal Sheriff Sandeman recalled the interim interdict and confirmed the allowance of proof. Proof was to have been heard on a recent date, but defenders lodged a minute consenting to permanent interdict, and offering a sum in name of damages with expenses. This was accepted by the pursuers, and the proof was rendered unnecessary.

Miscellaneous Advertisement

WANTED.—First-class Display Compositor and Lay-out man for composing room. Permanent to right man.—W. W. Curtis, Ltd., Printers, Coventry.

Our Best Advertisement SERVICE

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ALWAYS
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Reprints of Old Books

— To save cost of Composition —

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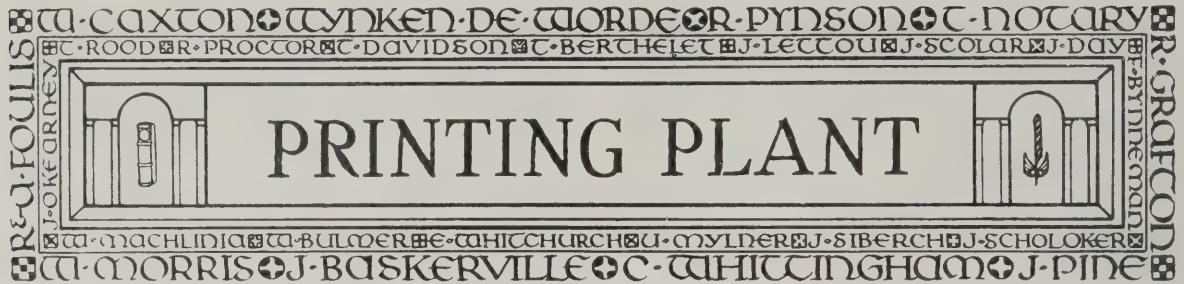
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PRINTING PLANT

A New Chandler and Price Production

THE "Craftsman" guillotine, the latest development by the Chandler & Price Co., of Cleveland, Ohio, U.S.A., illustrated in Messrs. Caslon's advertisement in this issue, differs considerably from their ordinary power guillotine. It has been redesigned, embodying important improvements. The frame is one solid casting, avoiding trouble from joints and ensuring accuracy of cut. The drive is by worm gear working in an oil-bath and operating opposed cranks, which not only makes the machine efficient, but obviates the slowness of gears and the wearing of cams. The flywheel runs continuously and the machine is controlled by an efficient clutch of the wood block type. The back gauge is so arranged that any of the three parts can be set forward or back, and is serrated, permitting narrow strips to be cut. The "Craftsman" cutter is claimed to be the simplest, most easily operated, accurate and speediest power guillotine. It can be seen running any time by appointment at Messrs. Caslon's showrooms, 82, Chiswell Street, London, E.C.1.

The "Small Imperial" Ruling Machine

THIS machine, manufactured by Messrs. John Shaw, of Honley, near Huddersfield, is designed for all-round jobbing work, for it will at one operation rule, perforate (taking the bits clean out of the paper), slit and crease, or do any of these operations singly or in combination with each other. The latest style layboy has been added for

the delivery of the sheets, and there are other improvements. It will feint line and strike two colours, and other colours can be ruled by inserting small ink troughs into the large ink troughs. The "Small Imperial" can be driven from any existing shaft and four speeds obtained, or it may be run direct from a $\frac{1}{4}$ -h.p. motor, with four speeds, or a graduated starter in order to get a variety of speeds. It will take any size sheet up to double cap. This is the jubilee year of this well-known house, and Messrs. Shaw are very proud of this latest addition to their machinery building.

A New Photogravure Printing Press

FOR a considerable time past photogravure printing has only come within the scope of the large printer, owing to the very high cost of production, but we are pleased to learn that Mr. J. Berry, in conjunction with Mr. W. Pickup, of the well-known engineering firm of Messrs. Pickup & Knowles, have placed upon the market a very low-priced model press for photogravure printing. The machine is simple in character and suitable for short runs; it occupies 4 ft. square of floor space, stands 4 ft. high, and takes sheets up to 12 in. by 9 in., and is driven by $\frac{1}{4}$ -h.p. motor. Its great advantage is that it prints from engraved copper sheets, which are easily fixed and removed. For further particulars we should advise our readers to communicate with the sole agents, Messrs. Bartlett & Earl, Ltd., 8, Hythe Road, N.W.10.

A Printing House Exhibits at the Faculty of Arts

CLOUR printing is coming into its own. Messrs. Suttley & Silverlock, Ltd., Blackfriars Road, London, S.E.1, have recently held an exhibition of their work at the gallery of the Faculty of Arts. We have always maintained, against the arguments of the high-brows, that fine modern colour printing is much more than a mere matter of machinery and technical skill. Both are essential, but real success comes only when the work is in the hands of those who have a thorough appreciation of colour value as the artist understands the term. We must confess, however, that we went to the Faculty of Arts gallery expecting to see the usual kind of printers' exhibition, where frames and mounts predominated; but we were agreeably surprised to find what looked exactly like an exhibition of members' colour sketches. No crowding, and each example pinned on the wall with a light-toned paper cut out mount to set it off. This is a good example of how to make the best of the material, and whoever did the "hanging" has given us all a lesson.

The majority of the exhibits were examples of colour reproduction by photo-litho offset process, which process Messrs. Suttley & Silverlock have developed in an eminently satisfactory way during

the last few years. The specimens formed an admirable answer to those who have stated that offset cannot compete with letterpress in the reproduction of colour. The quality was uniformly of a high standard, and there was no evidence of the effects that are usually associated with the process: instead there was richness, depth and delicacy, combined with what may be assumed to be accurate colour rendering. In some cases, particularly in a set of small prints of London scenes by night, there was the delightful firmness in the lighter solids that we used to see in the auto-lithographs printed on the hand press. Some prints were as large as 50 by 40 inches, and sheets of smaller subjects were shown up to 60 by 40 inches.

The monochrome offset work was equally good, and we noticed some excellent transcripts of pencil drawings. Showcards, cartons, and other commercial jobs were also included.

The letterpress side of colour printing was equally well represented, and included many plates taken from the magazine *Colour*. Messrs. Suttley & Silverlock are to be congratulated on their enterprise and on the high standard maintained in their productions.

The Caxton Magazine

ESTABLISHED 1899

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Subscription Rates payable in advance. 12/6 per annum, post free to any part of the world.

Advertising Rates upon application.

Alterations in current Advertisements must reach this Office not later than the 14th of each month, failing which the Advertisement will appear in the same form as in the last issue.

PREPAID TARIFF FOR SMALL ADVERTISEMENTS

Small Advertisements, together with remittance, should reach the Publishing Office not later than the 21st of each month.

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Avenue Chambers, Southampton Row, London, W.C.

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GOUDY HANDTOOLED

10 Point

MEN GRADUATE
Students from many
states complete their

12 Point

INDEPENDENT
Remote little isles
given opportunity

14 Point

BURLESQUE
European light
opera with fine

18 Point

THE ATF!
Shortt & Co
supply this.

24 Point

HOCKEY
Ice skating

30 Point

RECIPE
Nymphs

36 Point

Ensure

42 Point

Herds

72 Point

Dial

60 Point

Sight

48 Point

Epoch

GOUDY HANDTOOLED ITALIC

72 Point

Bird

24 Point

GNOMES
Responded

10 Point

HUNTING HORSE
Southern equestrians
display unusual skill

12 Point

SUBSCRIPTION
Notable magazine
increasing number

60 Point

Eight

30 Point

FROND

14 Point

MODERNIZE
Improved ways
of manufacture

36 Point

Naughty
Norton

18 Point

THE ATF!
Shortt & Co
supply this.

48 Point

Judges

42 Point

Spirits

Sole Agents for The American Type Founders Company

C. W. SHORTT & CO. LTD.,

8 FULWOOD PLACE, HIGH HOLBORN, LONDON, W.C.1.

How the Printer Can Help to Sell British Goods Abroad

BY MR. J. A. STEMBRIDGE, (President Federation of Master Printers of Great Britain and Ireland.)

THIS is a big subject, and, like all big subjects, has wonderful possibilities, both for the Printer and the Exporter. We all no doubt agree that British goods are good goods; in fact, many of us consider that there are no goods like them, and we are proud of that. One of the most popular slogans to-day is that one we all know so well, "Buy British Goods," but at a conference of this kind I submit to you that a much better one is "Sell British Goods." We must not forget that we are a manufacturing nation, and we must export to be really prosperous. Therefore, we must manufacture more and more, and other markets must be found for a quantity of our goods. Hence the importance to manufacturers of the slogan, "Sell British Goods." Manufacturers must concentrate on selling their goods in other countries than ours, and if they do that they will assuredly get buyers in due time. To do this they must first convince the foreign buyers that their goods are right. That is obvious. How can they do it? There are several ways of doing this. One is to go into the foreign countries and tell the buyers there all about the goods. Another way is to send representatives or have agents over there. A third, and probably from our point of view the best, way is to advertise the goods in such a way as to convince the buyers that there is only one course open to them, and that is to buy the goods thus advertised. To do this properly the printer is necessary.

We all know that there are many varieties of printed matter. For export trades nothing can beat good catalogues. These have been aptly termed "the silent salesmen." To obtain full value from catalogues it is necessary that these be printed in the language of the potential buyer. It is almost useless to send to foreign countries any catalogues printed only in English, with the prices in our currency, and the weights and measurements in tons, feet, etc. How many buyers in this country could understand a catalogue printed entirely in French? Not many, I am sure. If you could understand some parts of a French catalogue, I am certain there are very few who would understand it well enough to be sure of the sellers' terms, etc. You will readily see that if the language, prices and coinage of any country, together with correct measurements, are inserted, the catalogue can then be used by anyone in the country for which it is prepared. In certain cases it might be an advantage to insert the details beneath the illustrations in two or three languages, making one edition useful in more than one country. This

could be done when the countries that are being canvassed are only comparatively small.

Prices should be inclusive of such extras as packing and delivery to docks. Statements such as "Packing extra," "Carriage extra," are certainly safeguards for the English manufacturer, but are detrimental to his interests, as the foreign buyer wants to know the full cost of the goods when they are delivered to him. The best method is to quote c.i.f. to a principal port of the country concerned. If the weight of the goods is given in the catalogue the foreign buyer can then easily add the railway charges from his nearest port to his own city or town, and then he knows the full cost of the goods. You will see that any manufacturer doing this has a great advantage over his competitors who are not quite so up-to-date or do not employ such an up-to-date printer.

Descriptive matter should be carefully prepared. Here the printer can be of service. Tell the buyer the particular qualities of the goods in terse but full terms, and say nothing but what is accurate. Exaggerated statements are harmful, and the catalogue may be perhaps the only link between the buyer and the seller, and, if on delivery of any article it is found to be not exactly as described in the catalogue or other literature, possible future business is jeopardised.

The technical terms used in different countries are not always the same. Many will remember the American attack some years ago on our boot market, when large sums of money were spent on advertising. Incidentally this attack probably did us good, as our boot manufacturers rose to the occasion, and are now turning out the equal if not the superior of any boots in the world. But my point is this, that the Americans used the word "shoes" when they meant "boots." They had not taken the trouble to find out if their terms had the same meaning over here as in the U.S.A. Another instance of this is that some of the American motor-car manufacturers describe their cars as being "custom-built." That may be a great selling point in America, but is valueless here, as not many people know its meaning.

Printers and compilers of catalogues should bear in mind also the religious and other susceptibilities of other peoples in drafting advertisements or in the making of trade marks or illustrations. It is so easy to make thoughtless but expensive errors.

Printed matter should bear some relation to the articles described in it. That is to say, an expensive catalogue is suitable for expensive goods, but articles to be sold in quantities require only a

cheaper kind of list or catalogue. By cheaper I do not mean "cheap" printing, but printing that is not over-elaborate. Good printing is required all the time.

Do not forget the great value of illustrations. The foreign buyer may never have seen the goods on offer, and illustrations materially assist in making "the silent salesman" more effective. Always try and introduce colour in printing for advertisers. Never forget that the first impression counts, and if you can create interest by additional colour or colours the extra cost is worth while. At the same time, artistic effects must always be the aim of the printer.

Of course, besides catalogues there are many other kinds of printed matter that can be used with advantage, such as folders, leaflets, broadsides, etc., but whatever kind is used they must all be printed in the language of the country for which they are intended. I regularly receive from Berlin a beautifully-printed folder advertising typesetting machines. I always admire this folder from a technical standpoint, but as advertising it is useless, as I cannot read a word of it, and into the wastepaper basket it goes.

When your customer has sent his catalogue, he has only made a start. It may have been filed away, but do not let it be possible for it to remain in the file. Tell him to follow it up. Keep it "live." Give it support by other mailing pieces. Broadsides, folders, mailing cards, letters with envelope enclosures are the ammunition with which to follow up. Tell your manufacturing friends to be persistent, as such frequent reminders are the sure means of re-focussing the attention of buyers on the advertisers' catalogues. The entire battery of selling arguments in the catalogues can be used

one by one, and will bring the catalogue into the light of day again. Interesting news items about the goods, new lines, improvements, results of tests, testimonials from users, market conditions, all are of value as publicity, and form the basis for a live and continuous follow-up. That will enable the catalogues to get out of the index book class into that of a real sales production.

Whatever kind of catalogue or printed matter is used for the foreign market, let it be first-class. Give the goods a chance of an immediate appeal by attractive printing. The day has gone by when British goods sell themselves, even at home. Many of the manufactures whose names are household words in England are not even known abroad.

Take nothing for granted. To do so is one of our national failings, and we sometimes expect the people abroad to know as much about English goods as we do, but they don't, and yet there is no reason why they should not if the printer helps the manufacturer as he should do and can do.

The direct appeal is overlooked by many manufacturers, but it is still the most valuable method of advertising. Get right to the buyer. Make the foreign buyers interested, and then, if the goods are right and at the right prices, our export trade will increase and this old country of ours—not yet worn out, but good for many years to come—will become more prosperous and unemployment will decrease.

The call to-day is for efficiency. Let the printer do his share by helping the manufacturers to sell their goods abroad, and if the manufacturer will only work with the printer, and the printer lay himself out to help the manufacturer, increased trade and prosperity will result for both.

Printers' Managers and Overseers' Association

AT the annual meeting of the parent branch of this body the principal business was the reception of the annual report. This was presented by the President, Mr. A. H. Wilson, who called attention to the present membership figures, which are 1,382.

The report indicates that the Council regard the pension scheme as being by far the most important topic in its relation to future policy considered by the Association during the year. Its difficulty is fully demonstrated by the divergence of opinion raised in discussion of the subject; and while it remains in abeyance during the summer vacation, there will be further consideration during the winter session.

In regard to technical education, mention is made of the fact that the Association continues its financial support to the London School of Printing, which is progressing alike in its aims and usefulness. The interest in technology has been well maintained by lectures and discussions in all centres.

The social activities have always been regarded as a necessary part of Association work, and there has been a tendency to strengthen the social side in the last few years. The Council commends these useful efforts to the membership, and a full attendance at all times is the natural desire of officers and stewards, who

devote much time to the promotion of a better mutual understanding among the members.

Whilst the report of the year's work may be considered satisfactory, the Council are still hoping for an increased membership in the near future.

The report was adopted without discussion.

The meeting gave its cordial approval to a recommendation of the Council: "That an outing be held on Saturday, August 28th, at High Beach." In introducing this recommendation, the President referred to the outing to High Beach last year, and recalled how enjoyable and successful that social function had proved, despite most unfavourable weather. It is hoped that equal success will attend this year's outing.

The following were admitted to membership and personally welcomed:—Mr. A. C. Bailes (Messrs. Langley & Sons, Ltd., overseer, composing department); Mr. C. T. Crowson (Messrs. Baines & Scarsbrook, Ltd., overseer, letterpress department); Mr. A. Finney (Messrs. Langley & Sons, Ltd., works manager); Mr. W. T. Harrison (Messrs. David Allen & Sons, Ltd., overseer, litho department); Mr. T. Putney (Messrs. Waterlows, Ltd., Finsbury, E.C., overseer, letterpress department); Mr. A. G. True (Messrs. J. W. True & Co., Sun Street, E.C., works manager).

The Gift of Dr. Fell

THE publication of an important collection of specimens printed in the Fell types,* beginning in the seventeenth century and reaching down to our own day, gives a fitting opportunity to devote some little thought to the origin of these types and their significance at the present time.

Printers and bibliophiles alike have made, or hope to make a pilgrimage to the Oxford University Press, where there are interests of many kinds; but the Fell types must be the chief attraction for the printer. The punches and matrices have been in more or less continuous use since the seventeenth century, and to see and handle these living relics must give a thrill even to the

tal languages, music types, and a beautiful collection of printers' flowers, were all included in Dr. Fell's gift, and not only the types, but in a majority of cases the punches and matrices, together with other accessories necessary to a type foundry of that period. A skilled craftsman was required to operate the foundry and repair any damage that might occur; and for this purpose Dr. Fell brought over a Dutch letter founder.

The Fell types were cut by Christopher Van Dijk, of Haarlem, and Dirck Voskens, of Amsterdam, and their family relationship to the Dutch types of the period is known. Mr. Updike compares them with some Dutch roman types, and in

ABCDEFGHIJKLMQRSW

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMOPQRTZ

abcdefghijklmnopqrstuvwxyzæ

THE QUEEN'S MEN

if often imitated, cannot

A QUEEN'S MAN

Do Books Perfect Youth?

Thou did mock mine agony!

Oxford University Press Fell Type
Double Pica Roman, 1693 specimen

most phlegmatic. This wonderful collection comprises 7,632 matrices and 2,906 punches. The type specimens issued by the University Press date from 1693 to 1794, and are eight in number. At the present time the types are sometimes cast in the original hand moulds, but type casting machines are also used.

The year 1925 marked the third centenary of the birth of John Fell, the generous donor of the types. He was intimately connected with the University, and was a Delegate of the University Press from 1662 to 1686. Greek, Coptic, Ori-

his book on "Printing Types," reproduces a series shown by the Erherdt Foundry, circa 1739; the similarity is marked, although the types appearing in the Erherdt specimen are in some sizes more accurately cut than those at Oxford. The Erherdt specimens are perhaps a little firmer, but lack the freedom that is characteristic of the earlier series. The famous Enschedé foundry possesses a fount of italic which was cut by Christopher Van Dijk.

It is only in comparatively recent years that the beauty of the early types has been appreciated in England and on the Continent. The period preceding this may be regarded as bad typographically; type founders everywhere intro-

*Specimens of Books printed at Oxford with the Types Given to the University by John Fell. At the Clarendon Press In the Centenary Year 1925 (Folio. Three Guineas net.)

duced types that were ugly to look at and difficult to read, yet all the foundries who had a history behind them actually had in their possession original punches and matrices of series which had great beauty and charm. During this period even Caslon old face was neglected, as were, indeed, many other equally fine eighteenth century letters. The Fell types suffered the same fate, and it is said to be due to Dr. Daniel, who founded a private press—the Daniel Press—that the Fell types were again brought into use about 1876. He was successful in obtaining founts of varying sizes from the Clarendon Press, and also some of the flower decorations, both of which he used extremely well. Dr. Daniel's claim to share in the credit for the revival of the use of printers' flowers has, perhaps, not received sufficient recognition.

The history of the Fell types has been recorded in a rare and privately printed volume, "Notes on a Century of Typography at the University Press, Oxford, 1673-1794," that was prepared by Mr. Horace Hart during the period that he was Controller of the Press, and it was, perhaps, Dr. Daniel who suggested to Mr. Hart the typographic importance of these seventeenth century types, the beauty of which had for so long been unrecognized.

By the courtesy of Mr. John Johnson, present Printer to the University, we are able to show lines of the double pica roman and italic of the Fell type, as shown in the 1693 specimen.

In speaking of the modern use of these types, Mr. Updike says: "The Fell types are now the 'pride'—or one of the 'prides'—of the Clarendon Press. Their revival was of real importance to modern printing."

These types, preserved with such care at Oxford, possess the rare distinction of unique individuality. Mr. Stanley Morison has described them as archaic, and Mr. Bernard Newdigate ascribes their charm to "the novelty of their old fashion." It is difficult to generalize about the Fell types, because though they all belong to the same period, there is a considerable difference of configuration in the varying sizes shown in one specimen—a lack of uniformity which gives vital qualities to the types produced from hand cut punches that cannot be possessed by those cut with a pantograph machine from one set of drawings. It is the irregularity of these early types that gives them their piquancy. The letters are not individually perfect in a mechanical or automatic sense, but they hang together with a natural smoothness and evenness of colour that cannot be associated with the mechanical perfection of one of our modern types redesigned on classic models and cut by modern methods.

A point of interest to note in the larger sizes of the Fell types is the proportion between the capitals and the ascenders, and the lower case and the descenders. The large proportion of the body of the lower case, the short ascenders, the relatively small capitals and the small but accurately proportioned descenders is of great practical importance apart from beauty of form. One of the characteristics of many present-day types is the long ascenders and large gauge capitals, with a relatively small gauge lower case. This is not perhaps the best standard that might have been adopted. Purists in form will note the curious mixture of bracketed and unbracketed serifs in the Fell founts; but it is departures from conventions such as these that give to a type elegance and

originality. The italic is particularly pleasant by reason of the irregularity of the slope in the lower case letters, although some of the capitals are of poor design. No book type can be judged in single lines, and the beauty of the Fell type, as in other book letters, can be appreciated only when examined in a solid page.

Delegates of the Clarendon Press have celebrated the occasion of the third centenary of the birth of Dr. Fell by the publication of a volume of specimens of books printed in the Fell types at the Oxford University Press, dating from 1674 down to the present day. The collection is particularly valuable, because in practically every case the examples are facsimile reproductions of the originals; but instead of being reproduced in a more or less satisfactory way by photography, they have been reset in the actual type and printed on a sympathetic paper. There may be a slight, and perhaps important difference between the original and the reproductions on account of improved justification and alignment of the types as produced by the Press to-day by comparison with the earlier models.

In the folio pages the appearance of the page of specimens has been wisely considered of greater importance than the accuracy of the margins, so that the effect is not disturbed, as is frequently done, by a dotted rule, at best a very inadequate substitute for the actual dimensions of the paper. For the smaller books, either single or double pages according to size, are shown mounted on a light toned cover paper.

As a conclusion to the modest preface, criticisms are invited on the specimens that are shown, but we feel that criticism is out of place in reference to the manner in which a proud tradition is preserved.

Should the Press desire to make experiments, however, it might venture perhaps on an occasional grouped title page. We suppose the arguments will always remain regarding the respective merits of the solid and leaded page; generally, solid setting and close spacing gives a better appearance; but if a census were taken we think that probably with a large gauge lower case such as the Fell, the majority of readers would prefer reasonable leading. Some of the initials appear to be rather badly worn, and should be recut, as their somewhat smudgy appearance against the clean cut type and the flower borders mars the otherwise handsome reproductions. This is particularly noticeable in the two pages of the "Book of Common Prayer," 1912.

In the title page of "Cypriani Opera, Sancte Caecilii," 1682, it has been found necessary to set three of the lines in a Caslon fount, because the original types are not available. This presents an opportunity of judging the respective merits of the Fell and the Caslon faces. The beauty of the double pica italic is perhaps best shown in two pages of the preface to "Edward Hyde, Earl of Clarendon," while that of the roman is shown to advantage in the "Holy Bible," 1727, set in great primer.

Those who are not fortunate enough to possess copies of the work of the Daniel Press will find the pages printed in the Fell type and decorated with Fell ornaments of particular interest in view of their association with the Fell revival.

The paper chosen for this handsome volume is a heavy white pure rag "laid" paper, made at the Wolvercote Mills, near Oxford, which belong to the University Press, and is excellent for the manner in which it takes an impression; but in

our view it is a little soft, and may lack the durability desired in a book of this character.

An American typographic critic recently said that the University Presses of Oxford and Cambridge have nothing to teach America typographically; but, after all, traditions are something to be proud of, and we feel convinced that if Americans had a press with nearly four hundred years of printing

history behind and within it, they would not wish to change their style, even at the behest of modern typographic experts. Frankly, we would prefer that the traditional use of these types should be continued if for no other reason than that the best modern typographers are turning back to the earlier centuries for inspiration.

R. B. FISHENDEN.

The House Organ

By THE EDITOR

MOST business houses pass through an incubation period and hatch a house organ. Few of these reach a more mature age than Vol. I., No. XII. Infant mortality among house organs is phenomenal. And it is little wonder. They die of amateurism. The general manager edits it. The boss writes a history of the business, but after three deliveries of copy he is on the continent, the editor is in Scotland when the time arrives for No. 4, and his next in command sets two or three bits of mediocre copy, and the organ comes out six pages short and ten days late.

These poor journals have no chance; they would do no good if they lived. But that is not to say there is no place for the house organ in business. There is a place, I am persuaded—only it wants filling.

I brought back with me from America dozens of these little journals—smart, clever, well-produced, and designed to fill a real place. These are designed to fit a certain place and to function for a given purpose. They acquaint customers with the business of the house, they pave the way for travellers, and they command attention.

The secret of the success of such house organs lies very largely here: they are edited and produced by specialists—men devoted entirely to this job. There are printers who make a very handsome living out of this work alone. My old friend, Charles Francis, of New York, produces over fifty house organs every month. He has a general editor, several other editors, a big literary staff, and layout men and artists who just devote themselves to this work.

Mr. J. D. French on Lightning Strikes

MR. J. D. FRENCH, President of the Typographical Association, at the North Wales group annual meeting, after speaking of the general strike, went on to say:—

"I want to come to the latest epoch when we asked you to ratify the agreement that we tentatively made. It is not often I am in a position to pay a tribute to our employers, but I am bound to confess that never in my experience have I met with such a feeling, such a reception, as from our employers.

First, we have got to recognise that we took an illegal action. The agreements we had made had gone by the board. When we met our employers in London I was struck by the fact that, although they had certain authority or power, they as a federation did not seek to wield it.

Their view was—let us forget the past, and let

I am sure there are scores of great business houses who would welcome house organs if they could be produced with such literary skill and printing art as the best of those I know display.

The enterprising printer might think this out as a possible field of extension, meanwhile producing a little thing of his own which shall be one of the best advertisements he has ever had of his own ability as a printer and his capacity to deliver the right kind of thing to his customer. Nobody need take my advice, but after a lot of thinking on this subject I would say:—

(1) Let it be a regular monthly product, and keep it away from the jam in the post which occurs about the first of the month.

(2) Let it be small—to fit the coat pocket. Make it short and snappy—never requiring more than ten minutes to read. Shun preaching poetry and platitudes.

(3) Do not make it too fancy, nor too expensive. Make it speak for itself both in its dress and its contents.

(4) You must depend upon what it says to put it over.

(5) Don't expect results too soon. Folks are not breathlessly awaiting your adventure. Let the first year be educational. After that, when your place has been secured, you can, with propriety and perhaps with profit, ease a little on the purely commercial side of your editorial policy.

(6) Select your mailing list with the utmost care and keep it up to date.

(7) Finally, don't try to make your house organ a price list; and don't confuse a house organ with a catalogue.

the dead past bury its dead. Do not let us have this trouble again. It was in that spirit that we negotiated.

You as an association accepted that agreement, and we are placed on our honour never to inflict upon the industry a strike of such a character as the recent one without going through the ordinary methods of negotiating and giving a fortnight's notice. We have pledged our honour, and I am sure as members of the Association you will keep that honour intact. (Hear, hear.)

This has been a setback, but I have such confidence in the recuperative powers of the Association that I am still optimistic so far as the future is concerned. I hope nothing like this latest imbroglio will ever happen again. I will not be a party to it without first consulting my members and going through the proper way of doing things. (Applause.)"

The Story of Unwin Brothers

A Century of Progress

THE house of Unwin Brothers celebrate their centenary this year. The story of its founding and progress has been written, and we have been privileged to use the proofs of this centenary book to give our readers an outline of this story, which we think will be interesting to the whole trade, and inspiring as well as instructive to all our readers.

THE FOUNDER OF THE FIRM.

The Unwins were Flemish settlers in this country under Edward III. The occupations followed by them for generations were farming, brewing, and the clothing or drapery trade. Some, however, entered the Church and the teaching profession. A descendant of the Unwins of Castle Hedingham was the Rev. Morley Unwin, Fellow of Queen's College, Cambridge, and rector of Grimston, Norfolk. Marrying Mary Cawthorne, the daughter of an Ely draper, he moved to Huntingdon, where he took in pupils. His son William, of Christ's College, Cambridge, became the friend of William Cowper, the poet, and introduced him to his parents, who later on received the lonely poet into their house as what we call to-day a paying guest. The story of Cowper's lifelong friendship with Mrs. Unwin ("My Mary") is one of the quiet romances of English literature. In the life of Cowper, by Mr. Thomas Wright, published by Mr. T. Fisher Unwin and printed by Unwin Brothers, there is a short family tree, and at its foot the statement appears that both the publisher and the printers are collateral descendants of Mary Unwin.

In the memorable year 1776, when the American war of rebellion broke out, a Fisher Unwin was born. He married Mary Reeve, and in accordance with the Unwin tradition brought into the world nine children, all of them with biblical names. There was a Jonah, a Rebecca, a Josiah, an Elizabeth, a Sarah, a Ruth Anna, and a Jacob, the last being the founder of Unwin Brothers. In 1816, at the age of fourteen, he was bound apprentice to Mr. Kelly, who had a stationer's shop at 32, Houndsditch, and was also a printer and book-binder. He lived with the Kelly family, and Mr. Kelly seems to have done his duty by the lad according to his light and to the standard of moral obligation recognised at that time.

THE BEGINNING OF THE BUSINESS.

From his diary it is clear that Jacob Unwin, in spite of frequent ill-health, was a young man of energy and determination, who knew his own mind—the type of man marked out to be the founder and master of a business. It does not surprise us to learn that early in 1826 he came into touch with a certain Mr. Robins, who had a small printing business to sell, and for whom he had been working; and within a few months the business and £200 worth of plant became Jacob Unwin's. There is a note of quiet exultation in an extract from his diary next day: "I rose this morning in a new character—master of an establishment."

It was an unpropitious time for starting in business. A boom period had been followed by deep depression, and 1826 was a very black year. No warning seems to have been given. Bank failures were common. There were then

probably thirty times as many private country banks as there were before the recent bank amalgamations, and these banks were regarded by large numbers of people as even more secure than the Bank of England. It was in January, 1826, that Ballantynes, the printers, and Constable, the publisher, failed, and involved in their downfall the Wizard of the North, Sir Walter Scott, who had been a secret partner at a time when the liability of partners was unlimited. To crown all, the harvest was a failure, and in 1826 wheat rose from 53s. a quarter to 103s.!

In 1829 Jacob Unwin married Emma Soundy, who in the next thirteen years bore him seven children—George (born 1833), Howard, and Edward (born 1840) being three of these. Edward is, of course, the present Chairman of Unwin Brothers, Ltd.

In 1839 a move was made to still larger premises at 31, Bucklersbury, close to the Mansion House. The business is now well launched, and the printing office installed at an address with which the Unwin name was to be associated through nearly thirty years.

PROGRESS.

From the first the business continued to grow. Jacob Unwin did not despise the day of small things. One of the very earliest of his earnings was "1d. a time," secured by buying in "the Row" at 3d. and selling at 4d., a certain little publication called *The Youth's Magazine*. When he became the master of an establishment of his own he combined appreciation of the small with an ambition for the great. He did not attempt what for him would have been impossible, but what he did was to get the work which it was difficult to get. One such order was an official publication entitled *Nelson Memorial: Statement of Subscriptions*, etc. (date 1841). This was probably printed for the committee which had charge of the erection of the Trafalgar Square monument. It bears no publisher's name. There is nothing remarkable about the production itself, for only an ordinary "job" was required, but what is interesting is how that particular piece of work with which the largest houses in the craft would have liked to be associated, came to be placed in Mr. Unwin's hands. Apparently he was as good at getting work in as he was in getting work out.

Besides his daring in business getting, Jacob Unwin showed his courage in the size and importance of the composing he undertook. Small as was his equipment, he yet produced book after book.

TECHNICAL ADVANCE.

The year 1847 saw steam power first introduced into the Bucklersbury works. Printing progress, handicapped by heavy taxation, was necessarily slow. For example, *The Times* issue reporting Napoleon's defeat at Leipzig in 1813 was made up of 5,000 copies printed by about twenty hand presses, each producing from 220 to 250 copies an hour! Printing engineers had not in 1847 developed their powers. Napier, it is true, had devised a sort of Babcock (a two-revolution machine), but it was costly. A printer named Main had only recently invented his Main's Tumbler cylinder machine, the precursor of the Stop cylinder Wharfedale. Conisbee

had brought out a two-ended press, fed at both ends, as the name indicated. The great dailies then favoured a so-called turtle machine, in which founders' type, in columns separated by tapering brass rules, were fastened vertically around a cylinder. Rowland Hill (1795-1879), the great postal reformer, devised a good rotary printing press in the early forties, but the newspaper taxation difficulty was too much for him and his engineers.

Jacob Unwin was not behind his competitors working on a similar scale. In one respect he was in front of many.

DEATH OF THE FOUNDER—AND AFTER.

Jacob Unwin, as we have noted earlier, was never a strong man physically. The building up of a business always drains a man's powers, and Mr. Unwin never spared himself. His end came unexpectedly, after only a few days' illness, on January 8, 1855. His eldest surviving son, George, then nearly twenty years old, sent out a circular letter to the customers (January, 1855), in which he says:—

"It is my melancholy duty to inform you of the death of my father. He died on the 8th inst., to the great grief of his family, and, I believe, the sincere regret of his numerous friends. The responsibility of conducting the business so long carried on by my late father now devolves upon me. I am the more sensible of this responsibility from the consideration of the comparatively few years I have been engaged in the business; but from the practical experience I possess, and with the advantage of the precepts and example of my late parent, under whose eyes I have been trained, and with the services of an assistant who has long been in his employ, I have every reason to express the confident hope that the business in its several branches will be carried on in future upon the same principles which have hitherto received your countenance and support."

Mr. George Unwin carried on the business as the ostensible owner for five years. In 1860 the trustees, acting under his father's will, made it over to him, the only condition being that in 1865 he would take into partnership his brother Edward, who in March, 1855, a few weeks after his father's death, had been apprenticed to James Wood Willsher, the then head of the composing room.

OXFORD COURT.

Early in Mr. George Unwin's career, as the head of the business, the problem of securing additional accommodation was forced upon him. The Bucklersbury building had long since been outgrown. In 1862 he acquired new premises in Oxford Court, Cannon Street, over against London Stone, now occupied by the London Chamber of Commerce. Business was still carried on in Bucklersbury, but matters were brought to a crisis when the City Corporation decided to drive a spacious roadway from Blackfriars to the Mansion House, the present Queen Victoria Street. The new thoroughfare was planned to cut through Bucklersbury, and the Unwin works, among others, stood in the way. There was nothing for it but to go; and in 1868 a stationer's shop was opened at 24, Bucklersbury, and the whole of the printing business was transferred to Oxford Court, where machinery was already in occupation. During their stay in Oxford Court another storey was added, and in 1872-1873 Nos. 2 and 3 were built.

In 1874 these premises had to be vacated, and the firm occupied a site in Little Bridge Street, and erected premises to suit them.

CHILWORTH.

As an outcome of competition from country printing offices, a very important development came in the early seventies, namely, the founding of country works. Unwin Brothers secured in 1871 from Mr. Henry Allnutt, a maker of tinted papers, his paper mill, situated at Chilworth on the Tillingbourne, a tributary of the river Wey. Several mills were on this little water-way at short distances from each other—a powder mill, a mill for making bank-note paper, and the Allnutt mill.

The firm entered with delight and high hopes into this new departure. The fact that water power, turbine operated, would drive their machines was naturally attractive. They were the first printers to use water power. These picturesque Chilworth works were called the St. Martha Printing Works.

John Ruskin was at the height of his influence about the time that Unwin Brothers went to Chilworth. He thought it a thing after his own heart that a firm of printers should set up works outside London's foul smoke, so much worse in those days than it is now, and carry on their business amid the freshness, spaciousness, and healthful influences of the country, and he was particularly interested to find that the firm were using water power. A letter from Ruskin congratulating them on their starting at Chilworth is among the company's possessions.

THE END OF CHILWORTH.

Fire, which had twice already threatened to overwhelm the Unwin works, succeeded in putting an end to the Chilworth establishment. About ten o'clock on Saturday evening, November 24, 1895, a fire broke out in the central buildings at Chilworth. There was a strong north-west wind blowing at the time. Had the wind been in the opposite quarter nothing could have saved the residence of Mr. George Unwin. The scene that met the eye on the Sunday morning was indeed desolate. All round were smoking ruins, and these continued to smoulder for days, owing to the great quantity of paper and printed stock that had been stored there. But there was no life lost and no injury to anyone.

WOKING.

Undaunted by this second severe ordeal by fire, the firm soon secured a fresh and advantageous position in the same county of Surrey, at Old Woking. Again turbine power was utilised, and although the fall of water was not so high as at Chilworth, the volume was much greater, and developed 70 h.p. Further, the quantity of work has greatly increased. Turbine drive is a feature, but is not to-day in any sense the main reliance of Unwin Brothers at Woking. Here the firm has a fine modern set of buildings, with plenty of space and equipped with every device and machine for coping with the present day demands.

BOOK-WORK.

Unwin Brothers have done a lot of book printing, and the records of the firm (kept with meticulous care through the past hundred years) reveal many interesting bits of bibliographical history. But this would make an article in itself.

MAGAZINE PRINTING.

In the amazing development of modern magazines and weeklies Unwins had their share. The late Sir George Newnes, when a commercial traveller, one day in the late seventies happened to tell

his wife a good joke. "A real tit-bit," she exclaimed. "Now a paper made up of bits like that should go well!" Mr. Newnes, as he then was, accordingly started Tit-Bits, Unwins printing the wrapper. Later he started The Strand Magazine, and gave it to Unwins to print. The difficulty was to know what number would be required. The first printing order was 250,000. But the magazine, well illustrated and well printed, so caught on that another 100,000 was needed.

The late Sir C. Arthur Pearson also was a constant visitor to the Unwin premises in connection with the Tit-Bits wrappers. He was a man of fierce energy. Chamberlain called him the greatest hustler in Europe. He was a friend of the Unwin principals, and the friendship lasted till his death. He had hoped to absorb the Unwins into his own business enterprises, but did not succeed. Mr. Edward Unwin introduced Mr. Arthur Pearson, as he then was, to Sir William Ingram, of The Illustrated London News, and that introduction gave him the first lift up towards his success.

The Gentlewoman conductors were introduced to Unwins through Mr. T. B. Browne, a well-known and very successful advertising agent. At that time the Pilgrim Street works were largely engaged upon the production of magazines, weekly papers, and periodicals of various kinds.

AMALGAMATION.

In the course of their progress Unwin Brothers have absorbed one firm after another. The first was the taking over of Machin & Co., of London Wall. This was an old-established lithographic business, particularly strong in labels and things of that kind. Then they took over Francis & Co., of Gray's Inn Road. The firm were lithographers, and in addition to architectural work they had a special clientele for whom they produced standard gold labels for pianofortes. Unwins still hold this piano label connection. During 1900 Messrs. Ogden, Smale & Co., Ltd., wound up their business, and Unwins purchased the turnover and some of the plant.

In 1903 a very interesting amalgamation was with Woodfall & Kinder, of Long Acre, successors to the historic firm of Woodfall, which printed the famous Letter of Junius (1769-1772). Mr. Edward Kinder joined the Unwin staff, and remained until 1914. In 1904, when Messrs. B. Pardon & Sons gave up business, Unwin Brothers, Ltd., secured a large portion of the turnover. About two years ago Unwin Brothers, Ltd., entered into a working agreement with Messrs. Key & Whiting, bookbinders, in order to compete on more equal terms with printers who have undertaken binding as well as printing.

CHANGE OF STATUS.

In 1902 Unwin Brothers, for family reasons, became a private limited company. Mr. Edward Unwin was, and is, the chairman, the late Mr. George Unwin, Mr. George Soundy Unwin, and Mr. Edward Unwin, jun., being the directors. Mr. George Soundy Unwin became also the secretary. From April 1, 1926, the board has been strengthened by the addition of Mr. Stanley Unwin, youngest son of the present chairman, and Mr. Neville Gordon Unwin, youngest son of the late Mr. George Unwin.

PERSONAL.

The members of this family and those with whom they have inter-married are so well-known throughout the trade that some personal details will be found interesting.

Mr. George Unwin in 1865 married Miss Maria Spicer. His brother Edward, as was arranged, became a partner in 1865, and married Miss Elizabeth Spicer on August 5, 1869. Both these ladies were daughters of the late Mr. James Spicer, of Woodford, Essex.

Both the partners in Unwin Brothers, as the firm was now known, followed the Unwin tradition, and had large families, and some of their sons are now the heads of the business.

Jacob Unwin's son, by his second wife, Thomas Fisher, the widely known publisher, married Miss Jane Cobden, the famous reformer's daughter, and a country house at Midhurst, in Sussex, which was presented to Cobden by admiring and grateful fellow countrymen, is now the Fisher Unwin country home.

MR. EDWARD UNWIN, SEN.

Mr. Edward Unwin, sen., so well-known and so greatly respected, intended to be a printer from his boyhood, and while quite a small boy frequently signed his letters "Edward the Printer." The child was father of the man. He was apprenticed to the head of the composing room a few months after his father's death in 1855, and ten years later, in 1865, his brother George took him into partnership. The story of his life is, like his brother's, the history of the growth of a small printing concern to the large and elaborate printing works of the present day. He has taken the deepest interest in all matters pertaining to the craft, and an enumeration of some of the positions he has occupied will give the reader a glimpse of what has been an unusually active life.

He is an ex-Master of the Worshipful Company of Stationers. We may remark in passing that four of the directors are members of the Livery of that Company. Mr. Unwin is also Vice-Chairman of the Governors of the Stationers' Company School, and a member of the Technical Board of the Stationers' Company and Printing Industry. He was Chairman of the London Master Printers' Association in 1909, and is still a member of the Council. For fifteen years he has been Treasurer of the Federation of Master Printers of Great Britain and Ireland. Then he is Governor of the St. Bride Foundation, and a member of the Advisory Council of the London School of Printing and Kindred Trades. He is also trustee of the Printers' Provident Association and Printing Trades' Alliance.

These offices would be more than enough for most men, but they represent only one side of what has been a very full life. As is well known, Mr. Unwin has devoted much of his leisure to Church affairs, and a list of his activities in this direction would be a long one.

MR. GEORGE SOUNDY UNWIN.

Mr. George Soundy Unwin, son of the late Mr. George Unwin, was born in 1868. He learnt his trade with the firm, and also with Theodore L. De Vinne, of the De Vinne Press, of New York, famous for the De Vinne letter and several books on printing, and he was also the printer of The Century Magazine. Before returning home he travelled for a time in the States. He is one of the managing directors of Unwin Brothers, Ltd., and also its secretary. His work lies mainly at Woking. Fellow printers in the large Home Counties' Alliance elected him their chairman in 1922-1923. He has also been chairman of the Surrey and East Hants Master Printers' Association. Last year he visited South Africa, Australia, New Zealand, and

Samoa, and other islands in the South Pacific, returning through Java and Singapore.

MR. EDWARD UNWIN, JUN.

Mr. Edward Unwin, jun., eldest son of the chairman of the company, was born in 1870, and educated at Brighton and the City of London School. He also learnt his trade with the firm, but part of his apprenticeship days were spent in a fine printing house at Hamburg. Later he went to America, and for a considerable time was at the great works of R. R. Donnelly & Sons, in Chicago, which specialise in encyclopædias and illustrated catalogues and telephone directories. His work as managing director has been mainly at the London works in Pilgrim Street, or more recently in West Harding Street, and now at 10, St. Bride Street. He is one of the well-known Rotarians in London. He has been President of the Rotary Club of London, and is at this moment a member of the board of directors of the Rotary Organisation for Great Britain and Ireland.

THE END OF THE CENTURY.

It is gratifying to know that in several instances the company has the third generation of members of the original staff working for it to-day. Long

service is common. It is not often that a firm can produce such a record for long service on the part of their employes as Unwin Brothers. The record of a hundred years is a thing very few printing houses can claim, and a hundred years' record ending under the chairmanship of one who has been a printer for over seventy is probably a unique experience. A centenarian is rightly regarded as a living evidence of a good constitution and a wise management of life, and surely the same may be said of a centenarian business. To have weathered the inevitable storms and vicissitudes of a hundred years it must have been well founded and its ruling personalities men of judgment.

The history of a growing and successful business is largely the history of ability to adapt itself to revolutionary inventions and changed conditions, and to survive in the struggle for existence among many keen and eager competitors.

Unwin Brothers, on looking back on their century record, may well congratulate themselves on the hearty friendliness and co-operation which the hundred years reveal between themselves and their customers, their staff, and even their competitors. It is an encouraging fact that they have customers to-day for whom they have been printing through nearly the whole one hundred years.

The Value of Colour in Printing

By THE EDITOR

AN interesting investigation is being made by the Bureau of Advertising Facts connected with the Publicity Club of London as to the advertising value of colour printing. It is urged that so many loose statements are often made claiming big results from coloured advertisements that a record of actual experiences of British advertisers is being sought.

This is very interesting. We do not see, however, how any but general conclusions can be drawn from any figures supplied to the Bureau. The effects of advertising are far too intangible and illusive to warrant definite figures being given.

On the general question of value we should have thought there was no doubt at all as to the value of colour. Much depends, of course, on what is being advertised. But for magazine advertisements and catalogues, two of the media being considered, there would surely be a very small percentage of advertisers who would not use colour if that could be done for the same price as black and white. And that really is the way to test this matter if the idea is that for general advertising of the kind mentioned the two expressions are practically of the same value.

What is the point of such advertising at all? Primarily and essentially it is to call attention to certain goods. Psychologically attention comes first, and any reader can put this matter to an almost immediate test by watching any casual reader of a journal turn the advertisement pages over and almost instinctively stop and look at a coloured advertisement display. What would happen if all the advertisements were coloured I do not know—probably the black and white would be the more compelling. But there is in us all an instinctive love of colour, and we respond to it at all times when it is harmoniously presented to us.

How great the advantage of colour is it is surely impossible to say. You certainly cannot state it in arithmetical terms, but it must be many times greater. Even in a trade catalogue the advantage is overwhelmingly in favour of colour. Here it certainly might be possible to come to something like comparative values. It would be interesting to learn from some great manufacturer of fancy goods, say, what proportion of orders he receives for goods illustrated in colour compared with goods of equal worth and attractiveness illustrated in black and white.

I expect I am beating the air really. No one has said these two forms of advertisement are of equal value. What has been suggested is that the value of colour is exaggerated. That depends on what exaggeration is. If any reader is inclined to pursue this topic and insist that colour in advertising is really over-valued, let him write to us next month and say so, and I will promise him as a reward a trouncing by one of the greatest colour printers of this or any other country—George W. Jones.

JOHN JARDINE, LTD., Nottingham, recently purchased from the receiver of the Bar-Lock Typewriter Company, Ltd. (now in liquidation) the whole of the assets in connection with the Bar-Lock factory, and are continuing the manufacture of the All-British Bar-Lock typewriter, in which they have incorporated a number of improvements. The Bar-Lock works have been completely reorganised, and the business is being conducted under the title Bar-Lock (1925) Company, under the chairmanship of Sir Ernest Jardine, Bart.

A Year's Work at the London School of Printing

THE school in Stamford Street continues to grow in the scope of its work, the number of its students, and in the quality of the work done in the classes. An exhibition of students' work done during the past session has recently been held, which showed the vitality of the organisation in all departments. The Right Hon. Lord Riddell, President of the School, performed the opening ceremony.

Every section was represented in the exhibits, which ranged from advertisement design layout to stereotyping, electrotyping and bookbinding.

The examples done in the drawing design and lay-out classes show that the instruction is on sound and straightforward lines, whilst allowing ample scope for the development of originality in individual students. The compositors in their third year attend a class in lettering which should be of great value in developing the critical faculties of the students and encourage an appreciation of sound design in lettering; in this section one example of a brewer's advertisement was shown which appeared to be the unaided work of a student; it certainly was not worthy to take its place as a piece of design with the others. Another class in this group had dealt with design and copy-writing; the students had evidently worked on a scheme for one commodity, and it was interesting to note the variety of ways in which they had approached each particular problem.

In typographic composition the school shows well-marked and continuous progress, and the recent addition of some types of really sound design, has been of undoubted value. A special feature of this section was the competitive work for prizes which were given by the Chairman of the school and various trade organisations. The volume of creditable composition that is done was particularly demonstrated in the competition for a letter heading for the Federation of Master Printers, for which there were fifty-six individual entries, and the standard that was shown was of a high order. A set of trade cards covered an equally wide field; but we are inclined to think that many qualified typographers would differ from the decision of the judges who appeared to favour a style that is scarcely in accordance with present day ideas.

In the machine section the expected high standard of craftsmanship was displayed in half-tone and colour printing, whilst there was evidence of even more attention being devoted to the printing of type pages than in the past. Electrotyping, stereotyping and type casting, were also included among the exhibits.

The lithographic department was particularly interesting on account of the attention that has been given to the development of photo-offset processes.

There were not many examples of commercial lithography, and we hope that next year an opportunity will be given to see what is being done in the training of apprentices for bread-and-butter lithography. Poster printing, too, must be quite

an important section of the litho trade in London district, and it would make a good show if some of the moderns and the gay London posters could be printed, or at any rate proofed, in hundreds on the machines at the school and included in the next exhibition.

Returning to the important subject of photo-offset, special classes are held in photolithography under two teachers, one of whom deals with line, halftone and highlight processes, and the other with advanced colour reproduction by photo-offset. Examples were shown at the exhibition covering a wide range of subjects. Portraits and interiors with or without a second tint printing, and some very successful transcripts of etchings, crayon and pencil drawings. Subjects of this kind present considerable technical difficulty both in photography and machining, and the work was in every way most creditable and equal to the best commercial standards. Reproductions of a set of drawings by T. Francis Barrett call for special commendation.

The work of the advanced class includes colour subjects, chalk and pastel drawings, and other originals requiring special treatment. The lithographic trade is well served by the opportunities that are given in this class for senior men to become familiar with the best methods that are available, and, if they wish to do so, to work up and develop their ideas under expert tuition.

The layman could study the production of a job in four colours at the exhibition with the aid of a set of stage examples of the illustration used in the school calendar, a water-colour by Napier Henry. The negatives which had been worked up and re-touched by students were shown, as well as small printed-down plates and colour stage proofs. This reproduction has received special commendation from experts in the trade, and it is indeed a great achievement to produce such a result under the difficult working conditions of a school.

The binding department made a good show, particularly in the stationery section, and the interesting subject of paper marbling is well treated. In letterpress binding great progress has been made since the previous exhibition. In the competition examples the forwarding showed good sound work, with a careful attention to the details that are so important in the binder's craft. The finishing showed excellent technique, although a study of some of the simple classic designs in the school library might be of assistance and add to the interests of the students.

It is interesting to note that the School is taking part in the Royal Society of Arts competition for Industrial Design, and this will undoubtedly react beneficially on the students by bringing them in touch collectively and individually with the work of students in other schools. The best competitive work was that prepared for the R.S.A. competition; the collection of title pages for "Sketches by Boz" might with advantage be reproduced in miniature in the School's next Year Book.

The Making of the Monotype

By THE EDITOR

IT is a great thing to retain one's sense of wonder. Wonder is the daughter of wisdom. Happy is the man who can still fill the thrill of a new and unknown world and keep this faculty of wonder in its true place. By that I mean that it is futile to wonder if it will rain to-morrow, or if your neighbour hurt himself when he fell off a ladder. That is not the sphere for wonder. Your neighbour hurt himself in exact relation to the force of his impact—that, and no more and no less.

Fortunately there are things to wonder at.

I had a few hours of this at the beautifully equipped works of the Lanston Monotype Corporation at Salfords, in Surrey, the other day.

The occasion was the visit of the President and members of the Association of Master Printers of South-East London to this model establishment.

All that needs to be said about this is that the hospitality was lavish, the attention given to the guests was most thoughtful and kind, and that Mr. J. Lack (the President of the Association) and Mrs. Lack and Mr. F. Mason very cordially acknowledged all this at the end of a very happy day.

But hospitality, however gracious and kind, and the glory of what appear to be perfectly arranged buildings in ideal surroundings, pale into insignificance before the miracle of making the monotype.

Ordinary mechanics are extraordinary to the man who knows nothing, about them. The making of a plain square box would be so utterly beyond my own capacity, for example, that I watch with envy my twelve year old boy plying his simple tools.

Extraordinary mechanics, therefore, almost pass

beyond the region of words to me. They just bewilder me with wonder.

I have made enquiries, and find there are about 100 parts in a lever watch—there are 3,000 parts in a single monotype, and all these are fitted together with such meticulous care and accuracy as are beyond the grasp of the ordinary individual.

The 10,000th of an inch seemed a sort of rough measurement in many cases, and hundreds of operations were so delicate as to be done under a microscope.

The adjusting of some fine tool in the matrix-making department was being done with microscopic diamond dust, the micrometers for testing the matrices are adjusted every morning, allowance is made on one instrument for the effect of even the gentle rays of the sun upon it.

All this care results in the beautifully efficient machine which has become one of the common objects of our trade.

Far be it from me to boast, but Einstein's theory of relativity is easy reading compared with my vain attempt to grasp the way in which this dead true accuracy is achieved in cold metal.

But my wonder, reduced to silence, reached amazement when Mr. F. H. Pierpont, the manager of these works, who had patiently and courteously shown me round, told me that each of these machines were his own invention and built to his own drawings and specifications.

We are familiar with the efficiency of the London organisation of this company; the urbanity, insight and ability of Mr. W. I. Burch and his colleagues, but all too few I imagine know enough of the genius and skill which go to the perfecting of the machine down in Surrey which these able gentlemen keep us informed about in town.

The First Leeds Printer

THE Yorkshire Post, in an article on Leeds Printing in its special Tercentenary Supplement, says the first known printer in Leeds was John Hirst, who established The Leeds Mercury in 1718.

In recent years, says the writer, there has been a big development in the range of printing executed in Leeds. Colour printing is, perhaps, the most notable, many of the local firms being acknowledged experts in this work, and many of the finest pictorial posters on the hoardings have been printed in Leeds.

"Colour printing," adds the article, "is still held up by the necessity for several distinct and separate impressions of colour in the production of a picture or an illustration embracing several colours. The rapid reproduction of photographs has been successful in recent years, and the industry hopes soon to be able to produce photographs coloured at a rapid rate by mechanical means."

MR. W. R. CODLING, Controller of H.M. Stationery Office, received a C.B. in the Royal birthday honours, and Mr. F. V. Burridge, Principal of the L.C.C. Central School of Arts and Crafts an O.B.E.

The Late Sir Adolph Tuck, Bart.

IN the death of Sir Adolph Tuck, Bart., the printing industry has lost a very warm patron and a great and enterprising leader. Devoting himself as he did to building up the imposing business which for nearly half a century has centred round his personality it was too often overlooked that the genius for business building also exercised itself in producing those exquisite specimens of the printing art illustrated in the many hundreds of Christmas cards and calendars produced every year with meticulous care and taste by almost every known form of printing, lithography and engraving. Nothing but the best was good enough for Sir Adolph, and it is well known that the proofs of every card passed through his own hands.

Some of the productions of Tuck's were real pioneer work in the printing world, and any process promising to give additional beauty or charm to his work was immediately harnessed to the ever evolving mass of machinery which turned out an almost incredible mass of print—from the most exquisite engravings of the pictures of master artists to the penny picture postcards.

Mr. Gustave Tuck has been elected chairman of Messrs. Raphael Tuck & Co., Ltd., in succession to his brother, and Sir Adolph's elder son (Sir Reginald Tuck, Bart.) has been made a director.

On the Improvement of Type

By JAMES GUTHRIE

IT would appear a daring deed to attempt at this time of day to improve the forms of type letters. Coming from the constant use of type, and engrossed in many considerations which assume our material fairly perfect, we should be in no mood to countenance any freakish adventure. For it is substantially true that nobody can invent a new alphabet, the alphabet being the work of centuries untold, a tradition, a habit, so entirely a foregone conclusion that, although we use it daily, we have utterly ceased to think about it or notice its defects. In moderation, perhaps, we give ear when some notable authority tells of new forms. From America fresh and delicately-shaped letters on traditional lines have come. From France we have received and welcomed founts which are modern in the spectacular sense, because advertising calls for notice, and one way of calling for notice is to create an unusual appearance where most people do not.

Whatever the general opinion may be, it is certainly agreed that no frivolous improvement will pass muster. Certain definite needs take the work on to another plane; for ordinary daily use we demand forms which are good in themselves and agreed upon by everybody. To talk of improvement, therefore, is to come upon numberless objections, chief among which is the usage of many years and many nations. There are also details; and possibly the progression of new ideas is from these details of shape and harmony and combination towards the desired alteration of long-established custom.

Having said so much, a case must be made out for some suggestions for the improvement of type-forms lately brought forward by the Rev. R. G. S. King, a scholar and student of printing. Mr. King is not aiming, as it happens, at destroying traditional forms: on the contrary, it is upon tradition that he takes his stand. And he argues from examples of Latin script, a somewhat neglected source of fine legible lettering, at once sweeping away a great many objections. The English language is largely derived from the Latin, and, whereas our text is an uneven mixture of upward and downward and curved strokes which distresses the eye, the Latin text has a neat flowing appearance upon the page. Modern printers are, as a matter of fact, far from appreciative of fine script. Type is made largely without immediate access to manuscript, which might correct faults carried from fount to fount as a matter of course. The public takes from the printer, and the printer from the founder, and there, because this system operates smoothly, type remains, more or less legible and beautiful, but only a little varied in the course of time. Mr. King's criticism is directed at the rigid vertical lines, both ascending and descending, though he sees a greater fault in the ascending lines, whose tendency to cluster together in words stops or interrupts the eye with their regularity. The descending verticals are easier to change into curves; but the ideal form for text would give us, so to speak, two instead of three members, one of which would drop below the general main line. The *m* and *n* are, in the

words of Dibdin, "like the sirloin on the table," substantial, whereas *b*, *d*, *f*, *h*, *i*, *k*, *l*, *t*, and *g*, *p*, *q*, *y*, *j* plainly depart from orderly design, and call for alteration.

Mr. King has analysed a column of Shakespeare in print, finding therein 564 ascending and 105 descending letters. In a page of 117 lines, every line had ascending, and 92 lines had descending, letters. There were 145 cases of conjunctions of the former, and in 30 of these 3 to 5 came together. Descending letters were conjoined twice in four cases. He thinks that *f*, *k*, *q*, *t* and *y* afford the best starting-point. By confining them within the general lines a great advance would have been made towards better design and also towards the clear legibility of the Latin. The written *t* is commonly on the same level as *m* in old script, and *k* and *q* present very little difficulty, being characteristic in form. As for *f* and *y*, a modified curve might well harmonise them.

Dotted letters have apparently been subjected to alteration before without being misread or calling attention to themselves. One can imagine confusion in writing, which could be avoided in type, the dots being omitted altogether or brought into line. It is only thus by taking up the study of each letter singly, and then in combination with other letters, that a sound and reasonable conclusion can be reached upon this subject. For manifestly, if objections are fairly met by examples which prove the modern practice bad, we have everything to gain and nothing to lose by still further refining the shapes of our letters.

The most natural and perhaps general attitude will be to stand by the contrast of curve and vertical, the lines of type on the page providing as much horizontal as we need. One only has to look at a large size of lower-case in print, however, to see how the harsh verticals and the often unnecessary serifs and odds and ends do drag upon the sight and produce an utterly broken surface. The few lines of print which Mr. King offers, without ascending and descending members, do suggest smooth reading, though the words themselves hardly make sense. Anybody can try the experiment with or without descending letters, so that it is not worth while printing an example at the moment.

All the while we must bear in mind the solid background of early script which the author of this thesis is anxious not to stress too much, changes being best made gradually. The long *f* mars a good many books for us now we are used to the short one, and possibly our present fashion in a long *h* and the like may similarly disappear, leaving the text purer in design and simpler of comprehension.

Whatever verdict may be arrived at—and experimental letters are being designed and cast for trial—every printer who retains the necessary contact with his craft, and every student who cares for the experience both of yesterday and to-day, will rejoice to find that, even after centuries of practice there are still discoveries for us to make in printing. To have the credit of such an important and far-reaching change is unusual in these times;

it is indeed not altogether easy to see how knowledge which an individual here and there possesses can profitably be disseminated and put to immediate use, so long as we remain sturdily assured that there is nothing new to learn. The present suggestions for improved types come quite unselfishly from a bookman whose studies savour of the old style, although they may profoundly affect the future, and are certainly of more value than oddities or freaks which often command more attention. The occasion points once more to the need for a clearing-house of knowledge, or a Committee of Taste whose office it would be to test and formulate new discoveries, continually keeping alive those motives of a distinctly craftsmanlike kind from which sound printing must spring, and

without which printing cannot keep abreast of the times.

Obviously the commercial aspect will commend itself most to most printers and users of print; yet they are in the nature of things less likely to make fresh discoveries or lay down principles acceptable alike in practice and theory, and must therefore perform their share in making studies in the art tolerable as a pursuit and available in form.

The present writer gratefully acknowledges the permission of the author to use the information gathered from a privately-printed brochure entitled "Reflections on Printing Type Forms, with Suggestions for Improvement."

Superannuation Scheme of the Federation of Master Printers

Applicable to all Male Workers

TWO problems are continually in the minds of all thoughtful employers. One is the contingency of a worker dying at an early age, the other is the retirement of workers after they have ceased to be really efficient.

In the former case the employer often feels compelled to shoulder a responsibility, which in many circumstances becomes, a very heavy burden. In the latter case there is little doubt that many workers are retained long after the time when their work ceases not only to be profitable, but to be anything but a loss. No employer in the printing industry cares to dispense with the employes after many years of service without making some provision for them.

A committee of the Master Printers' Federation has had this matter under consideration for some time, under the interested and enthusiastic guidance of Brigadier-General Bemrose, and now the Council has adopted a scheme, which, while not providing against all contingencies, certainly goes a long way to meet the two most pressing needs.

This scheme is worked out in conjunction with the Sun Life Assurance Society by an endowment assurance for male workers of the industry.

Two policies will be issued:—(a) The employer's policy. Under this policy the sum assured and bonuses would be payable to the employer or his assigns in the worker's 66th year of age, if the latter should live so long. (b) The employee's policy. Under this policy the sum assured would be payable to the worker's executors, administrators or assigns, in the event of the death of the worker occurring before the date on which the employer's policy would otherwise become payable.

The entire cost of the scheme will be borne by the employer, no worker being asked to contribute. At the age of 65 the sum assured, amounting, with profits, to about £200, may be applied to purchase a pension; in the case of earlier death the sum assured would be payable to the worker's executor's, administrators or assigns.

There are, of course, a few conditions attach-

ing to this scheme, but they are very simple and generously fair.

The employer undertakes to keep the employer's policy in force whilst the worker remains in his employ, and so long as he does not assign or charge or otherwise deal with the policy for any purpose whatsoever. If the worker remain in the same employment until the policy has matured, or on leaving if at a later date, the employer agrees to pay the amount due under the employer's policy, or to convert such amount into an annuity for the assured, which would be payable during the remainder of the worker's lifetime, or in the event of prior death to pay the amount due on the policy to the worker's legal personal representative.

It is agreed to give the policy to the worker after ten years' service, should he leave his employ with the employer's goodwill, and provided he agrees that he or his new employer will accept the responsibility of continuing the payments of the premium.

And further, the employer agrees to pay the surrender value of the policy to assured should he leave his employ with his goodwill after ten years' service, provided he or his new employers are unwilling to accept the responsibility of continuing the payments of the premium.

The presentation of the employee's policy shall in no wise affect the liberty of a firm to part with the services of an employee, or the liberty of the employee to leave a firm's employ, as might have been the case if no such policy had been issued.

Employers are to determine if the finances of their firm do not allow of the scheme being continued, and their decision shall be final. In these circumstances the worker will be handed the employer's policy, and would have the option of continuing his assurance by payment of the premiums direct to the society when due, or otherwise dealing with the policy as he may arrange with the society.

It is agreed, of course, that this scheme does not go as far as both employers and employes would like, but it is a beginning, and it is hoped to see it largely adopted.



Printers' Proofs. No. 17 of the U.T.A. Typographic Library. Price \$2; postage 10 cents.

This is one of the excellent educational series of typographic text-books being issued by the United Typothetæ of America. The writer is Hugo Jahn, Department of Printing, Wentworth Institute, Boston, Mass.

The importance of securing good proofs of all type matter that is to be used for publication cannot be questioned. This book deals with the subject from all points of view, and we give some quotations from the concluding chapter:—

"Proofreading is so difficult an accomplishment it is not surprising that it is rare. Training can do much in the way of making a good proofreader. Few things are more laborious than the reading of a news story in long primer, and foot-notes in six-point type. A variety of type is puzzling. Although one of the essentials of a good proofreader is the ability to distinguish between different sizes of type, there are flaws and peculiarities which are hard to catch. The proofreader's responsibility is frequently a heavy one. Hence the cultivation of his skill is an art, and ought to be made as much of as good editing or clear composition.

"The qualifications of a first-class proofreader are very fittingly described in Appleton's American Encyclopædia, as follows: 'Very rare qualifications are requisite to be an excellent corrector of the press, or proofreader. Besides a familiar knowledge of the language in which the work is written, and of the technicalities of the typographical art, which is essential, and extensive and accurate information on general subjects, which is constantly useful, there is especially demanded an extreme precision in the habits of the eye. Hence the term "typographical eye."'

"The proofreader is generally a printer of mature experience, but the copyholder may be an apprentice who has served two or three years of his time. Occasionally, the proofreader may be an apprentice, but in that case the copyholder should be a journeyman or an experienced reader. There are many good proofreaders and copyholders who have never learned the printers' trade, but the tendency of the times favours using practical printers as proofreaders, because they can detect the errors most readily and possess a 'typographical eye.' This, of course, is only true in case their general education and vision are as good as those of the non-printer proofreaders.

"Some large book-printing offices have established the practice of having all copy carefully prepared by a proofreader before it is given to the compositor. If such a practice were made universal, there would no doubt be fewer errors in the first proofs of matter placed in type. The proofreader having in charge the preparation of copy for the compositors should never change the author's wording in any way unless he has authority to do so; but almost invariably there are

matters of greater or lesser importance which need correction, which rarely get it from the compositors. The compositor or operator of a type-setting machine has seldom the authority to make changes in an author's copy, even though such changes are, in his opinion, necessary and in conformity with good usage of the rules of grammar and punctuation.

"Theodore Low De Vinne says in his book, 'Correct Composition': 'When the proofreader meets with an unmistakable fault made by the writer (author) through lapse of memory or by negligence, he should correct it. He does so, however, at some peril. He must know, and not suspect, it to be an error, and must be prepared to defend his correction, not by his own belief, but by unquestionable authority.'

"The duty of the proofreader is primarily that of reading proofs in order to eliminate errors. When handling unimportant work, as is the case frequently on newspapers, the readers read alone without the assistance of a copyholder. Copyholders usually are apprentices, and, of course, cannot be expected to possess the knowledge and experience that proofreaders are supposed to have. It is therefore inadvisable to entrust them with important proofs or even with revising of first proofs, as for the most part they are not well qualified for such work.

"The Style Book of the Government Printing Office at Washington contains the following instructions to proofreaders:

"The importance of revising galley-proofs cannot be over-estimated. While a reviser is not expected to read proof, it is not enough for him to slavishly follow the marks found on the proof sheet. He should see that all corrections have been properly made in the type, that words or lines have not been transposed by the compositor in making the corrections, and that the rules governing spacing, division of words, and good printing generally have been observed. The reader or reviser who passes bad spacing will be held at fault.

"A reviser must not re-model the punctuation of the readers or make any important changes in the work. If he thinks that an important change should be made, he should submit the proposed change to the foreman for decision.

"All instructions on first proofs must, in every instance, be transferred to revised sheets, whether galley revise, page-proof, stone revise, or press revise.

"All queries made by readers must be carefully transferred to the revisers.

"Every paragraph in a proof containing an alteration which makes one or more overruns necessary should be re-read as first proof.

"Revising should be done with reasonable despatch, but good work must not be sacrificed to haste.

" 'The slug number of the corrector must be carried on the revises if errors are made by him.

" 'Press, stone, and foundry revises are equally important. With the latter, special care must be taken that rules do not lap, that work is not jammed in the lockup, that damaged letters are indicated, and that the matter is ready in all respects to pass severe criticism.' "

The Bookbinding Craft and Industry. T. Harrison. Cr. 8vo.; 128 p. + x. 3s. net. London: Sir Isaac Pitman & Sons, Ltd.

This little volume deals with the history, development and technique of the bookbinding craft, and the author has successfully accomplished his object, which was to write a book that would provide useful and accurate information for librarians, printers and others who desire to know how a bookbinder works, what his difficulties are, and how they are overcome.

Bookbinding has for its main object the preservation of printed matter, and it is important that the printer should do his part in such a way that the permanence of the book should not be impaired for the sake of other considerations which are of less importance. The printer, too, can help the bookbinder in many ways without increasing his own work, and in this way the binding is simplified and made less costly. These two thoughts, among others, have been in the mind of the author throughout his undertaking, and his qualifications have enabled him to treat his subject in an eminently satisfactory way.

Each process is described and illustrated, and the different treatments necessary for individual books as distinct from publishers' binding are dealt with. Had it been possible, a more marked division between the methods that are employed in letterpress binding, stationery and publishers' binding would have been helpful, but the amount of information that is contained in this small book should find for it a ready sale.

On XVIIIth Century French Typography and Fournier le Jeune. Monotype Recorder, March-April, May-June, 1926.

This issue has been set in a recently-revived type, "Fournier," that has been cut in roman and italic by the Lanston Monotype Corporation. It is a condensed letter, but it is of excellent proportions, and retains the old-face characteristics. The story of Pierre Simon Fournier and the history of French typography of his time are told in a long essay by M. Paul Beaujon, and many examples taken from Fournier's specimens are shown. The richness of Fournier's decorative material is well known, and with the type the Lanston Monotype Corporation have cut a considerable selection of the flowers and arabesques designed by this master of the craft. The layout of the issue is in the traditional Fournier manner, and it has been printed by R. & R. Clark, Ltd., Edinburgh. The essay, the layout, and the printing are all equally good.

Elements of Photogravure. Colin N. Bennett, F.C.S., F.R.P.S. Cr. 8vo.; 129 p. + viii. 5s. net. London: Crosby, Lockwood & Son. 1926.

This is a thoroughly useful book for workers who intend to take up practical photogravure. It is written primarily for photographers that they may acquire the necessary knowledge to make photogravure flat plates and proofs as an alterna-

tive to ordinary or extraordinary photographic printing methods.

The details of manipulation are stated in simple and concise terms, and should enable anyone accustomed to photographic manipulations to produce workable plates after a few unavoidable preliminary failures. The descriptive illustrations have been carefully made and well chosen.

Among the pitfalls in photogravure etching, the condition of the ferric chloride baths takes a prominent place, and the risks attaching to the use of "raw" or new solutions might have been given more emphasis.

There is a chapter on rotary photogravure, but this is not so well treated as is the other portion of the book. The author might have taken advantage in preparing his summary of information that has been published on this subject.

The addition of an index would have been a useful aid to reference, but two excellent gravure plates are included, one etched by the author and printed on the hand press; this amply demonstrates the fine quality that can be obtained in screen grain gravure using rag wiping as in the case of dust grain plates, in place of doctor blade wiping.—R.B.F.

The Price Book.

This admirably compiled and almost indispensable handbook for printers deserves the widest possible circulation. Mr. T. G. Shepard, the Editor, brings great knowledge and experience to his task, and each edition becomes more complete than its predecessor. The 1926 edition leaves little room for expansion, however. It is published by Messrs. King & Jarrett, Ltd., Holland Street, Blackfriars, S.E.1.

Notice to Employees

THE following notice has been issued by the Federation of Master Printers and the Newspaper Society for posting up in offices:—

"All employees in this establishment are hereby notified that if they leave their employment, or refuse to carry on their work, without giving proper legal notice, they will thereby disentitle themselves to, and will not be paid

(a) any wages accrued at the time of their so leaving their employment, and

(b) any holiday money under the Hours and Holidays Agreement. They will also be liable for damages for breach of contract of service recoverable by summary procedure before a magistrate."

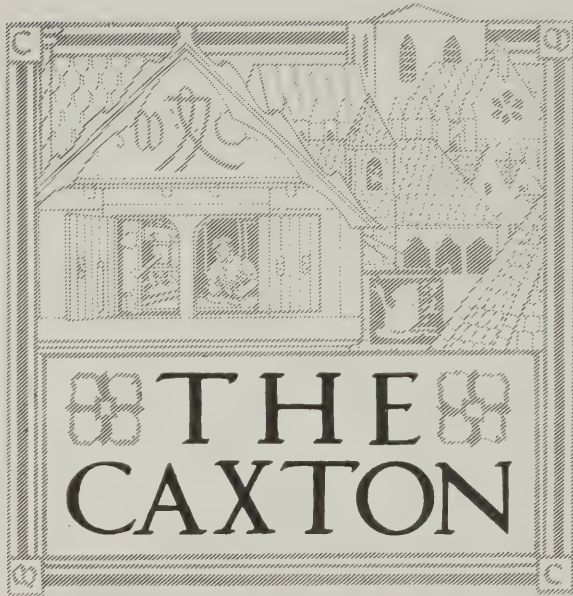
SATISFACTORY

GOLD INK FOR **LETTERPRESS**

Glossolar Gold Ink is the only metallic ink which gives satisfactory results.

Write for particulars to—

J. DAVIES & ALLEN,
43, Basinghall Street, LONDON, E.C.2
Phone: LONDON WALL 4880



London, August, 1926

*What is Expected from the Printer**

IT is well now and again to be told what is expected of us, especially by those who buy our products. Mr. Verne Burnett, of the General Motors Corporation, is probably in a position to advise on the spending of exceeding large sums of money on printing, and it is interesting to have his views.

"The greatest force behind any form of advertising is thought. The technique, the physical appearance, the production are all very vital. But the idea behind each piece of printed matter is just as important. It is also very essential that we get ample evidence to show that our money spent on advertising is well spent, that the printing is properly distributed, read sufficiently to be understood, and results in profit for our business.

"I think printers can be of great help to the advertiser by helping him to think, and to prove, as far as possible, the effectiveness of the printing we buy.

"Much printing is done in such a hurry that the printer may throw up his hands and say 'How can you expect us to do anything when we have to hurry so fast?'

"But even in rush jobs there is probably the greatest need for cool-headedness on the part of the printer. Here is where the proverbial horse-sense is most required. While most buyers of printing may not encourage suggestions, I believe that careful thought on the part of the printer is always most keenly appreciated.

*Address before Annual Meeting, Graphic Arts Department, Associated Advertising Clubs of the World, Philadelphia.

"Even the credit or blame of a printing job is a partnership affair. The advertising buyer and the printer are partners in crime if the printing job is bungled. They also share the glory if the printing job is well-planned and executed.

"Some pieces of printed matter are beautiful but dumb. They are masterpieces of typography, art, copy, style, and press work—yet they miss the big idea.

A large automobile company was very proud of its coach work. The sales and advertising executives wanted a booklet printed which would give the true impression of the quality used in the building of the bodies. The printers were called in for consultation. A research man spent days at the public library getting the history of coach building. The printer scoured the country for the finest artist for this particular kind of work. More than a year was spent before the final proofs were submitted to the president and sales manager for O.K. The idea behind the booklet was so carefully worked out in art, copy and type, that it met with tremendous approval with the automobile organization, and with the public as well. This is perhaps an ideal example of advance thinking, with the printer and advertising buyer co-operating.

"A large western company wanted to get out a salesman's manual. The book was more than 200 pages long with an average of more than one picture per page. There was a very small amount of time for preparing this huge piece of work. The sales executive and his assistants took off their coats and the printer and his contact men did the same. They were locked up in conference for many hours, getting along with a minimum of sleep until the preparation was complete. The printers kept their feet on the ground all of the time and offered sound and constructive criticism throughout the ordeal. They might easily have acted excited and harassed, but like good golfers they did not press at the job. In spite of the terrific pressure, a splendid job was turned out. The size of printing order was more than doubled at the last moment, but the manual was so popular that the whole supply vanished instantly among the dealers and salesmen. If you don't believe the books were popular, just try to pry one away from any of the salesmen.

"I am aware that these ideas might prove impracticable in some lines of business. But I believe a very large number of buyers of advertising would welcome more of this sort of help from printers.

"There are many kinds of advertising today competing with each other for a place on the advertiser's budget: newspaper, magazine, printing, outdoor, novelties, motion picture, street car and bus cards, and stunts.

There are successful businesses which use but very little advertising. So the men who are behind the big business concerns to-day naturally are curious as to how they can get the most for the money in advertising. If they think they can get greater results by using outdoor advertising than by using printed matter, their tendency will be in that direction.

"National advertisers have been impressed by the constructive co-operative work being done by the newspapers to show that newspaper advertising is effective. A similar effort is being made by publishers of magazines. The outdoor advertising fraternity in the past year has become much better organised and is gathering data to show that painted bulletins and billboards produce great results. Probably the printing interests are making other studies along these lines to show what results we can expect from printing. The printing fraternity probably can show advertisers more and more each year the answers to such questions as these: How much reading matter, including newspapers, magazines, and direct-by-mail advertising, go into the various kinds of homes in different

sizes of cities, and in different sections of the country? There are only a certain number of hours every day for the family of to-day to spend in reading. It is important for us to know how much time the various members of the family spend in reading the various forms of reading matter. What kinds of printed matter are thrown immediately into the waste-basket without even being thumbed over? What forms of printed matter will be preserved long enough to be looked over? How good must a piece of literature be for the prospect to save it for any length of time?

"These are just a few of the questions that a thoughtful advertiser is likely to ask himself to-day. The printing fraternity could be of great help in getting the correct answers to these and other questions.

In conclusion, I wish to leave this thought: that the most *successful* advertisers of tomorrow will be those who start out properly and end properly. I do not mean to belittle the technique and the execution of advertising. But it seems to me that some constructive advance thinking and more effort to measure results in this field will be of benefit to the printing trade and to business generally."

Payment for Experimental Sketches

AN interesting action was raised in the Sheriff Court, Glasgow, on July 7, by Andrew Holmes & Co., printers, 9, Bell Street, Glasgow, C.1, against Alexander MacDonald, tea and wine merchant, 177, Great Western Road, Glasgow, for payment of an account for preparing a sketch of a wine label and supplying proofs of it.

In October last year, the defender invited Andrew Holmes & Co. to submit a sketch embodying certain suggestions of his own. The sketch was prepared and duly submitted to him; and, as no printing order for the job was forthcoming, Andrew Holmes & Co. in due course rendered an account for preparing the sketch and pulling proofs. The defender declined to pay the account,

and pleaded that the sketch was merely experimental work for which he had given no definite instructions.

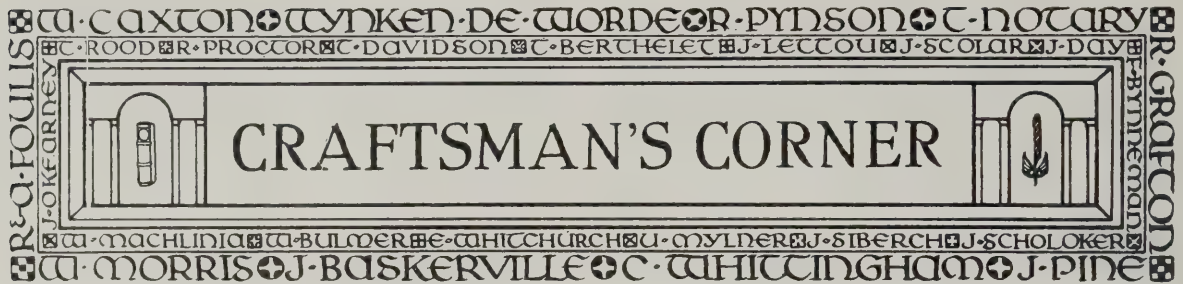
With the view of protecting other printers from similar experiences with customers who might try to get something for nothing, Andrew Holmes & Co. took the defender into court, and the Sheriff, after hearing proof in the case, decided that Alexander MacDonald had given instructions for the sketch to be prepared, and that he would have to pay for it in accordance with the recognised custom of the printing trade. Accordingly, decree was pronounced for payment of the amount claimed, and the defender was also ordered to pay Messrs. Holmes' legal expenses.

LORD ARDEE has been elected a director of the Lanston Monotype Corporation, to fill the vacancy created by the death of the fourth Earl of Dunraven.

THE handbook which the special committee of the London Master Printers' Association had prepared for the frustrated annual meetings of the Federation at Eastbourne is a delightful little volume, beautifully printed and bound, and it was a happy thought to distribute these even though the visit to Eastbourne was abandoned. It contains a most interesting chronology of master printers' organisations in London extending over a period of nearly four centuries—the work of Mr. R. A. Austen-Leigh.

ON the death of Mr. Thomas H. Pullan, of T. H. Pullan & Sons, printing machinery engineers, Glasgow, the business has been acquired by the two sons who have been closely associated with its management for the past 25 years.

MR. ROBERT MACDONALD, having resigned from the board of directors of Messrs. Thos. Macdonald and Sons (Engravers), Ltd., is, in conjunction with Messrs. Eyre and Spottiswoode, Ltd., installing a plant at 6, East Harding Street, Fetter Lane, E.C.4. A special feature will be a department devoted exclusively to the engraving of commercial work, in which Mr. Macdonald promises an efficient and economical service.



Devoted to plain, homely talks about Letterpress Printing. Design, layout, type, composition, illustration, paper and ink, will all receive attention as occasion demands; and Specimens sent in for Review which contain features of special merit or interest will be reproduced in these columns.

CONDUCTED BY H. B. NAYLOR.

ON all sides are to be met people who frankly admit they do not believe in advertising, and in almost the same breath recommend one quack mixture or another to cure "those pains in your head" or elsewhere, or who will recommend a certain tourist agency or jeweller—entirely oblivious of the fact that their action represents a phase of advertising.

Advertising is by no means confined entirely to the printed message—very subtle means are sometimes adopted. We have the society and theatrical beauties wearing clothes made by Beau & Brummel; sports outfitters who like it to be known that only *their* golf balls, billiard balls, boxing gloves or other equipment were used at a certain tournament; the gutter merchant will tell you how his firm, to popularise their goods, are practically giving them away (?) for a few pence instead of spending huge sums on press advertising; there is the door-to-door merchant, with his (or her) specious yarn about a bonus to be gained by buying Tan's Tea—usually about 25 per cent. dearer than and inferior to the advertised brands obtainable from your local shops. If you fall to the bait you soon drop the tea, lose all chance of a share in the bonus, and help to fill the coffers of the scheming merchant.

Advertising is by no means a modern method of influencing public opinion. When Cæsar wanted to specially impress ancient Rome he ordered a triumphal procession; the old town crier has been adroitly used for purely commercial purposes as well as for announcing local news; the politician "calls" a public meeting; such methods of advertising have formed part of our commercial and political system throughout the ages, to be further advanced by the advent of printing in the latter part of the fifteenth century, until to-day it has been developed into a science through study and research by those who have chosen to follow advertising as a profession.

There are some folks, too, who aver that advertising increases cost, because it is unquestionably charged for in the price of the article. Of course it is true that the cost of advertising any commodity is included in the selling price. But let us reason this out a little more fully.

Say, as the result of £5,000 spent on advertising, the sale of an article at 5s. rises from 10,000 to 500,000 or more—a quite reasonable expectation. In this example the advertising costs represent about 4 per cent. of the money derived from the sale of the 500,000 articles; but as a set-off against this, costs would be reduced by improved buying capacity in raw materials, larger and better

machinery, and mass production, apart from other sources where natural economies would take place. As a matter of fact, I believe advertising costs are reckoned at considerably less than 4 per cent. for consistently and regularly advertised goods in universal demand. Two other important factors must also be recognised as the result of greater production: Competition, which helps to keep prices down; and the employment of more labour, with the consequent greater spending (and saving) capacity of the masses.

The practical printer does not need to be told he could produce 500,000 copies of a handbill or booklet much more cheaply proportionately than he could 10,000 copies.

You can buy a 4 oz. bottle of bovril for 2s. 1½d., a 16 oz. bottle for 6s. 2d.—four times the quantity at less than three times the smaller quantity rate! If buying retail in larger quantities reduces price proportionately within certain limits, so must it apply to the manufacturing side.

DON'T BUY NEW FURNITURE
AT
EXHORBITANT PRICES !
Let me give you a Free Estimate for
Repairing, Re-Polishing
AND
Re-Upholstering
Your Old Furniture.
Any kind of Furniture altered in Colour
and Style to suit your requirements.
All Branches of the Trade done by practical
men. 25 Years experience.
Drop me a Post Card, and it will receive prompt attention

A. CORDEROY,
176, VICTORIA PARK ROAD,
AND
42, ELEANOR ROAD, DALSTON.

NOTICE—Advice given to intending purchasers
of Furniture and other household requisites.

EXAMPLE 51

Production in quantity *must* tell its own story. Look at the progress of the motor industry in this country since the war, built up mainly by the advertising of genuine goods.

Advertising possesses a definite influence. When it comes to deciding between the purchase of one of two articles, equally as good according to the shopkeeper, both being sold at the same price, but one is a popular brand and the other is not, instinct will cause you to choose the advertised brand, because you feel it has built up a reputation of value for money—at any rate by comparison with other goods of like kind—you feel you know more about it—the advertising has created good will.

With advertised goods a standard of quality is more assured to the consumer, irrespective of the price of raw material, because the advertiser, to succeed, must build up his business on these lines; although morally bound, the manufacturer of the unadvertised and unbranded goods is not commercially bound by the same restrictions, and can more easily introduce lower grade raw material.

These are but a few points which go to show how advertising benefits and helps the manufacturer, and benefits and protects the buyer.



Now let us have a look at a few specimens which have come to hand recently from various sources, and see if a lesson cannot be learnt from the different ways printers have of translating and handling copy, and giving expression to their own personality.



Example 51 represents a post-war crown 8vo handbill printed in black for an enterprising individual in the furniture repairing trade—and honestly it must be admitted that the printer owes

him an apology. By the appearance of this bill we can take it that the printer did not possess an up-to-date plant—and I venture to suggest that such work never will provide him with a margin of profit sufficient for reorganisation purposes.

Although I do happen to know, in a town within a few miles of London, of a business combining that of an antique furniture dealer and printer—it is quite reasonable to suppose that a furniture repairer knows very little about the art of printing, and it is up to the printer to help this class of customer particularly, and so encourage him to place greater reliance in the power of printing.

Nine series have been introduced into nineteen lines of type, three of which are one-word catch lines. The printer has tried to feature *every* point in the copy, with the result that it is difficult for the eye to find a starting place without considerable effort.

It must be admitted, however, this kind of copy is not the easiest to handle without some license is permitted, and Example 51 is a case in point where the printer could reasonably advise his customer in this direction. The grammar is not of the best, and there is a mis-spelt word in a leading display line. "Cheap" printing has its evils, and this is one of them.

With so many points to record, there are many ways of expressing them, and it by no means follows that the words "repairing, re-polishing, and re-upholstering" must be specially displayed, although it may be the gist of the whole thing. First attract attention, then leave it to reasonable emphasis and the reader's interest to do the rest.



Example 52 is one way of re-expressing the same copy. It is confined to two series of type and an italic—all members of the Verona family—with a slight re-arrangement of wording in one group only. Otherwise all the copy is in the same order, and occupies seventeen instead of nineteen lines. Each group, except the address, is free in treatment, obviating special casting-off, and is as easy to set as the original; it is far more easy to read, and nothing loses in emphasis by the way.

The paragraph following the heading, "Don't Buy New Furniture," is in sufficiently large type to enable one to read straight on without a stop—there is nothing forced as compared with the line spacing of the original; and it goes to prove that extra condensed letters are seldom necessary in ordinary displayed composition.

Now to explain my reason for treating the copy as shown in Example 52. As a repairer of furniture, Mr. Corderoy is not anxious for his clientèle to buy new furniture at all—whether at reasonable or exorbitant prices, so that it is quite sufficient to feature only the four words "Don't Buy New Furniture." I admit the heading is not pretty—it would have *looked* better if the first display line had been made longer than the second; but the mind would not have gripped the *meaning* so readily. Look at this:

DON'T BUY NEW FURNITURE

and then at this:

DON'T BUY NEW FURNITURE

**Don't Buy
New Furniture**

at exorbitant prices—let me give
you a free estimate for Repairing,
Re-Polishing & Re-Upholstering
your Old Furniture

Any kind of Furniture altered in colour &
style to suit your requirements

Twenty-five years' experience in the
Trade—all branches done
by practical men



Drop me a postcard—it will receive prompt attention

A. CORDEROY
176 VICTORIA PARK ROAD &
42 ELEANOR ROAD, DALSTON

Notice: Advice given to intending purchasers of Furniture
and other Household Requisites

EXAMPLE 52

and it will be at once apparent that sometimes it may be advisable to sacrifice some little effect to ensure conveying the real meaning in the quickest, easiest, and more correct manner. Breaking the wording by sense helps towards this end, whereas prettiness succeeds only when correctly used.

To avoid sameness, and the running of subsidiary points into one another, by setting the second and third paragraphs in smaller type but in the same series as the first paragraph, distinction is gained without using different series, and harmony is maintained.

The name and address was rather difficult to handle, and so I thought to "square up" and group the two address lines would obviate a catch line with its sprawly effect.

Having plenty of room, it was unnecessary to go smaller than 10-point; and I am sure the emphatic use of white space is better than the more uniform leading out of the original.

As has already been mentioned, such copy in a "simple" handbill is not so easy to render successfully in type as it appears to be, and no doubt some of my readers will disagree with my version; but there is plenty of scope for the imagination, and any contributions in variation of this or any other example will be welcomed where constructive effort has been handled by the contributor.

Example 53 (For Presents Give Pictures) is an advertising stunt on an entirely different plane.

The title immediately sets the brain to work, the illustration portrays just the opposite meaning—or, rather, it is what usually happens in "society" circles when pictures are left out of the list. This is the only picture in a large post 4to folder. I do not believe it was intended to be beautifully drawn; but in surveying the duplication of presents the happy couple are most frankly

dismayed—and it is here where the "picture" scores, *in conjunction with the heading.*

The small talk inside the folder is quite good, and homely in its presentation. Part of it reads as follows: "THE IDEAL PRESENT not only cements friendship and constantly recalls happy memories of the donor whenever it is seen, but also affords to the recipient a constant pleasure. Do the presents which you give do this?" Notice the subtle insinuation.

Then we read: "A picture . . . lasts a lifetime, is always seen, is reminiscent of the donor, and invariably fills a want. It is eminently useful and decorative, affords much enjoyment, and may contain a special message of significance 'twixt giver and receiver."

Neither does it forget to remind you that "Pictures can be bought at all prices, in all sizes, and to suit all apartments, decorative schemes, and tastes"—quite useful hints.

The last page of folder—on left of Example 53—as a final "shot" aptly quotes Gilbert, "Walls without pictures are like houses without windows."

With all this talk about pictures, they are wily enough not to attempt to show one in any style or period—it is purely an appeal to the imagination, and they are not out to lose a chance by offending anyone's taste.

Printed in black and a straw coloured solid tint on Abbey Mill paper, there are no pretentious efforts to achieve "a beautiful picture," but it is nevertheless a plain statement of fact presented in pleasant language—and not too much of it—and is issued as part of a collective advertising scheme by the Fine Art Trade Guild. Space has been left on an inside page for the name and address of dealer to be printed in.

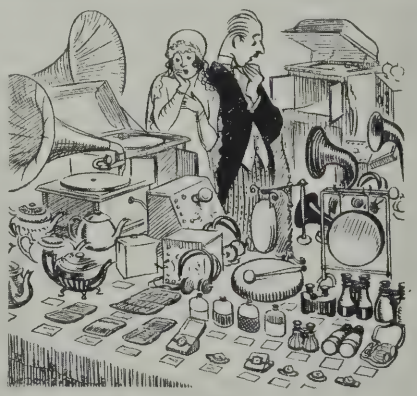


Walls without
pictures are
like houses
without windows."

Gilbert



For Presents GIVE PICTURES



Wedding Presents
By J. H. Pears

EXAMPLE 53

Now we come to a few printers who are not afraid to exhibit their wares.

The first hails from Letchworth—The Garden City Press, Ltd.—who have sent me their latest booklet, "Craftsmanship and Service," which gives a brief account of their rise and progress since 1904, supplemented by a number of departmental illustrations sufficiently large and detailed to convey a certain amount of interest to the non-technical buyer of printing, and concluding with reproductions in miniature of a dozen booklets, etc., they have handled during recent times.

Example 54 does scant justice to the inspiring cover of this booklet, 9x7 inches when closed. The Knight in Shining Armour demonstrates their ability to handle fine colour work. "Craftsmanship" is suggested by the armour in which the knight is clad, and "Service" by his mastery of the situation. The transparently good work here displayed will surely encourage the recipient to go more deeply into this production, and interest thus secured will remain until the last page is reached, and in all probability a little longer. The cover design is printed on white chromo thin card, the inset—set entirely in Chippendale, roman and italic—being printed in black and brown on buff-tinted matt art paper.

This is very good commercial work, with close attention to detail, and speaks well not only for the modern plant used in its production, but also for the "interested efficiency" displayed by the staff.

Leaving our Hertfordshire friends, we will now take a trip—in imagination—to Ayrshire, and call upon Mr. Charles Gibb, at the office of The Cumnock Chronicle, 49, Ayr Road, Cumnock.

Cumnock, he informs me, is a country town of some 4,000 inhabitants, yet The Chronicle boasts a linotype and several good series of type.

In a recent issue of THE CAXTON MAGAZINE I made one or two comments concerning the aspirations of some of our small country newspaper offices, contending there was ample evidence that the proprietors did not always rise to their responsibilities; but this does not apply to Mr. Charles Gibb, who has apparently set himself the task of not only catering for jobbing work, but also of "doing it well."

From an examination of the samples he has provided, it appears that when he buys a new series of type he studies how to use it to best advantage. Naturally, when a small printer puts in a new series, it is quite an event in his office, for he cannot afford to do this very frequently. Among the investments of The Chronicle office is the Westminster Light Face. Although the design of its capitals is based on traditional Greek inscription, I do not think any claim has been made that it is a period or fashion type—just a light, dainty series that will suit quite a lot of work if judiciously and carefully used.

Examples 55 to 64 form a group of ten jobs all set in this series by Mr. Gibb—five of them advertising fill-ups for The Cumnock Chronicle office, the other five being for concerts, flower shows, and the like, where short runs are the rule. Yet we find in the studied delicacy of treatment, firmness in handling, and range of colours, that the designer has put personality and enthusiasm into every piece of work, with the result that he has succeeded very well indeed.



CRAFTSMANSHIP & SERVICE



A Record for March

Purse the month of March just ended

... ..

This is taking proof of our ability in
... .. They have every
... .. orders
... .. and the per cent

... ..
... ..
... .. to confer with you on any
... .. as you may require in the way of
... .. printing

49 Ay Road, Cumnock

PRINT AND PROSPER!

To prosper by Print you must have your printing produced at
The Chronicle Office, 49 AYR ROAD, Cumnock, the
recognised producers of Effective Typography
Our success is attributable to the care we give to those details
which make all the difference to the quality of the work
produced. The small job is not neglected because it is small
it is given every attention and satisfactorily completed

Any amount we can render our Clients is gladly given at our ONLY ADDRESS
49 AYR ROAD, "THE CHRONICLE" OFFICE, CUMNOCK

Keep the Blower Hand -
Cumnock

Forget to Advertise and You will be Forgotten.



YOUR Name- YOUR Business, however high they stand, will be in
danger of being overlooked unless folk are constantly reminded of them.
DON'T Forget that "THE CHRONICLE" is the ONLY Advertising
medium in Cumnock and surrounding districts and that it enters every
home and is read by all members of the household, who are prospective
purchasers of your goods. Do they know about them?
TELL Them - Remind them through the Advertising Columns of "The
Chronicle" - The Business Binger



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Sacred Orchestral Concert

Wilson Hall, Catrine 28th March, 1926

WELSH JUNIOR CHOR

Fifth Concert



WEDNESDAY

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CUMNOCK

VOCALISTS

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Mr D. M. BALLANTYNE, Baritone, Cumnock

CUMNOCK MALE VOICE PARTY (10 Voices)

Caxton Memorial Church Wednesday, 10th March, 1926

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A RECENT ORDER, forwarded to us for
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1926

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The Chronicle,
49 Ay Road, Cumnock.

That this enthusiasm for good work is creating a reputation for Mr. Gibb is evident by the first job (a Record for March) on the page, and also in the first job along the bottom row (Twenty Thousand). Here we find he has been "going out to get it"—for in the first mentioned job he announces it has been the best March for general printing since 1906; whilst in the second is a proof that carefully executed work is not necessarily expensive, because local councils are also placing orders there!

The lesson to be learnt here is that one series properly used is worth a dozen "put up to fight each other"—as has already been proved in Examples 51 and 52; and Mr. Charles Gibb and The Cumnock Chronicle are to be warmly commended upon the quality of their jobbing work.

Just a little tit-bit to wind up this month's notes. A midland newspaper runs a free insurance policy for its readers, and the heading to this piece of information reads as follows:—

A GIFT OF £25 AT DEATH
TO BE FOLLOWED BY
£2 A WEEK FOR SIX WEEKS.

ALL FATAL ACCIDENTS INCLUDED.

Of course, the information in small type which follows amply explains the situation—otherwise one might wonder to what address the £2 a week would be sent! It is to be presumed that as all fatal accidents are included, you are considered sufficiently recompensed without monetary reward if your life is saved.

APPRECIATIONS.

C. G. (Ayrshire).—Your work is very good indeed; but I would like to suggest, when using delicate faced types in general commercial work, you use a firm, full-coloured ink—medium tones make such type difficult to read.

KNIGHTON AND CUTTS.—Your Illustrated Schedule of Minimum Prices as adopted by the Federation of Master Process Engravers should prove invaluable to all buyers of blocks. The explanations of terms, with examples and prices for such work, should remove a lot of the misunderstanding which sometimes exists.

COOPER AND BUDD.—It has always been a pleasure to receive your house literature; but your latest brochure, the Mazarin booklet, far exceeds in practicability and fine workmanship anything of the kind I have seen for a long time.

FOSH AND CROSS, LTD.—"The Budget Service" is a live little house organ, and is developing on right lines. I suggest you offer a prize for the best advertisement set therein by any member of your staff over a given period. Please keep me on your mailing list.

THE BRADLEY PRESS.—Delighted to hear from you again. The invitation cards and tickets you send embrace originality and commonsense in their composition.

A. W. DUNCAN AND CO. (Liverpool).—Your brochure, "Have You Ever Thought of the Other End?" is quite convincing, and if space permits it will be dealt with *in extenso* in our next issue.

ALFRED LANGLEY (The Euston Press).—Your latest poster is an achievement in decoration and unique effect. Have you worked out for comparison the cost of producing the basket of flowers by the line process (zinco) as against lino cut? The figures should prove interesting.

Contributions to Craftsman's Corner are cordially invited from printers or their employes anywhere. Work of a suitable nature and of general interest will be reproduced in these columns as opportunity affords. Noms-de-plume may be used if preferred. All specimens submitted will receive attention. Please address all such correspondence direct to H. Naylor, 8, Aubert Park, Highbury, N.5.

Good Lighting a National Asset

A PAMPHLET issued by the Department of Scientific and Industrial Research (which will supply copies on request) gives an indication of the wide range of the investigations on the proper utilisation of natural and artificial light which the Department is conducting under the supervision of its Illumination Research Committee. Such matters as the relation between illumination and speed and accuracy of work in the printing and other trades; the design of reflectors; the access of daylight in picture galleries; and the effect of colour, distribution of light and "flicker" on ease of work are being considered. In view of the millions of pounds that are being expended annually in this country on lighting, the need for experiments in order to ascertain the best methods of using light and to encourage true methods of economy is evident. Good lighting is a subject of interest to the whole community, and there is no one who is not to some extent dependent upon it in his daily work.

Non-Union Press

THE Scottish Trades Union Congress General Council has circularised affiliated unions and Trades Councils asking them to co-operate with the printing trades in each locality to ensure public support for publications produced by recognised trade union labour. The refusal of certain newspaper owners to recognise trade union labour is a challenge which they say cannot be ignored. In a leaflet for public circulation a list of 25 papers and weeklies is given which are printed by non-union labour employed by four firms in Glasgow, Dundee and Aberdeen. The leaflet proceeds: "Save in regard to the general stoppage decided on by the T.U.C., the proprietors of these publications had no known quarrel with their employees as workers, nor had they any grievance against the unions. Thus because of their loyalty to the Trade Union Congress and their sympathy with the miners the printing trade unions are not now recognised by the owners of the publications referred to." Copies of the leaflet are to be circulated in every town in Scotland, and meetings are to be held to put the union case before the public.

MESSRS. SAMUEL JONES & CO., LTD., Bridewell Place, London, E.C., have just sent out an unusually interesting packet of specimens of their specialities in gummed paper which printers would be interested to see. The variety of these lines and the additions which are constantly being made to them are a wonderful tribute to the enterprise and research of this well-known house.

The Young Composer's Guide to Language Composition

By G. A. SAYERS, (Concerning Spanish.)

MANY favourable comments have been expressed regarding the previous articles contributed to these columns relating to Foreign Language Composition—that they are likely to prove of value to those in whose interests they have been penned, is most encouraging. The following notes, dealing specifically with the Spanish language, will, it is hoped, prove of equal value. To those young composers who may perceive but little value in the present subject, the desire is expressed that they will either transcribe the notes into a notebook or extract and file the article intact for future reference into the previously suggested alphabetically arranged “Enquire within upon Everything” relating to any and every phase of their calling. This habit of transcribing or filing (even though the suggestion be a reiteration) is one that the writer strongly advocates, and heartily commends, to all young aspirants in the noble calling of printing.

THE SPANISH ALPHABET.

Character.	Signification.
1. A a	ah
2. B b	bay
3. C c	thay
4. Ch	chay
5. D d	day
6. E e	ay
7. F f	effay
8. G g	hay
9. H h	atchay
10. I i	ee
11. J j	jotah
12. L l	ellay
13. Ll ll	ell-yay
14. M m	em-may
15. N n	en-nay
16. N ñ	en-yay
17. O o	o
18. P p	pay
19. Q q	koo
20. R r	eray
21. rr	er-ray
22. S s	es-say
23. T t	tay
24. U u	oo
25. V v	vay
26. X x	akiss
27. Y y	ee-gree-ay-geh
28. Z z	thay tah

OBSERVATIONS.

(a) By analysis of above characters it will be noted that, with the exception of the additional character *ch* (4), the duplicated *l* (13), which is never duplicated in capitals, but is printed thus *Ll* (duplicated characters *ll* and *rr* must not be separated in word division), the tilde *ñ* (16), the duplicated *r* (21), (this never commences a word), and the omitted English character *k* and *w* (which only appear in words taken from other languages), the Spanish alphabet is similar to our own.

(b) The character *q* (19) is only used before *ue* and *ui*, and is pronounced as English *k*.

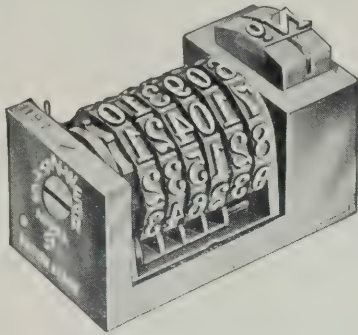
The pronunciation values of the Spanish characters of the alphabet, combined with a knowledge of the Spanish diphthongs, should be carefully studied from the standpoint of their intrinsic aid to correct word division, for which purpose the following compilation is presented:—

PRONUNCIATION VALUES WHEN IN COMBINATION WITH OTHER CHARACTERS.

- A—as in *father* (always).
- B—rather softer than English *b*, in many words as *v*.
- C—before *a*, *o*, *u*, it has the sound of *k*; before *e* and *i* like the English *th* in *thin*.
- Ch—always as *ch* in *church*.
- D—almost as English, but pronounced very softly in the middle of words.
- E—as in English *event*; when preceded by *u* or followed by *r*, a more open sound; before *n* or *m*, and at the end of words, a closer sound.
- F—as in English.
- G—before *e* and *i*, as the guttural *ch* in German, otherwise as in English.
- H—is always mute.
- I—as the *i* in *police* (always).
- J—as *g* when appearing before *e* and *i*.
- L—as in English.
- Ll—has no equivalent in English: practically as *ly-amar* for *llamar* (to call).
- M—as in English.
- N—as in English.
- ñ—like *n* followed by *y*; the nearest equivalent in English is the word *onion*.
- O—similar to the English *o* in *off*.
- P—as in English.
- Q—as English *k*.
- R—as English in centre of words; is rolled when commencing a word.
- rr—has a harsh sound as in *horrible*. Is never used as an initial or final letter, therefore never capitalised.
- S—as the *s* in the English word *simple*.
- T—as in English.
- U—is mute if preceded by *g* or *q* and followed by *e* or *i*, otherwise pronounced *oo* as in *fool*.
- V—as in English.
- X—as in English.
- Y—as in the English word *yard*.
- Z—as English *th* in *path*: when occurring before *e* and *i*; it is replaced by *e* in all modern spelling.

HINTS ON WORD DIVISION.

Word division (as in modern English), is governed mainly by pronunciation: thus *domicilio* (home), *salario* (salary), and *presente* (present), automatically divide after their vowels (*domicilio*, *sala-rio*, *pre-sen-tie*), while such words as *recomendacion* (recommendation), *inesperado*, *da* (unfore-



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seen), break between the consonants (*recomendacion, ines-perado*).

Note.—The *ll*, *rr*, and the tilda *ñ* must be carried over when dividing a word.

SPANISH DIPHTHONGS.

There are no less than sixteen diphthongs (*ai* or *ay*, *au*, *ea*, *ei* or *ey*, *eo*, *eu*, *ia*, *iê*, *io*, *iu*, *oe*, *ou* or *oy*, *ua*, *ue*, *ui* or *uy*, *uo*); while these are invariably pronounced separately, a close study is essential to ensure accuracy in word division as some combinations do not come under this category.

HINTS ON SPANISH PUNCTUATION SIGNS.

1. The apostrophe is not now used in Spanish.
2. The following points of punctuation are used in a similar manner to their English equivalents:—*virgula* or *coma* (comma); *punto y coma* (semicolon); *dos puntos* (colon); *punto* (fullpoint or full stop); *comillas* (inverted commas).
3. The note of interrogation (*punto de interrogacion*) and the note of exclamation (*punto de admiracion*) differ in this respect, that same appear both at the commencement and at the end of a phrase, the *first* being *inverted*.

HINTS ON USE OF SPANISH ACCENTS.

There are but two accents used in the Spanish language—the acute (*á*) and the diæresis (*ä*).

The acute (*á*, *é*, *í*, *ó*, *ú*) is used more as a grammatical sign, or as a distinction between words, than as a guide to pronunciation, and to ensure accurate composition requires keen observation on the part of the compositor, especially when setting from manuscript copy; thus *de* equals *of*, *dé* equals *give*, *mi* equals *my*, *me* equals *me*; *se* equals *self*, *é* equals *I know*; *te* equals *thee*, *té* equals *tea*—illustrating how important a part the acute plays in the interpretation of Spanish words, and qualifying the need for care on the part of the compositor.

The acute is invariably used on the 1st and 3rd person singular, and the 1st person plural of the perfect definite of regular verbs.

The diæresis is only placed over the *u* in Spanish words, and then must be preceded by the consonant *g*; thus in *vergüenza* (shame) the diæresis determines the pronunciation as *ver-goo-ën-tha*.

HINTS RELATING TO CAPITALISATION.

Capitals in the Spanish language are used to a very large degree as in the English, viz., important events, festivals, holidays, treaties, and various historical epochs; titles (civic and military); nouns, adjectives and pronouns used to designate either member of the Christian Trinity; names of cities, thoroughfares, etc.; religious denominations, political parties, clubs, and banks; names of legislative and governmental departments; historic names and phrases; proper nouns and adjectives derived from proper nouns, are capitalised. Capitals are not used for the months of the year in Spanish.

HINTS RELATING TO SPANISH NUMERALS.

Cardinal numbers (except *uno, una*) never vary, provided they are used as adjectives. When they are used as nouns they may take the mark of the plural: if, for instance, reference was being made to the four fours, or four fives in a pack of cards, the expression would be *cuatro cuatros* (four fours), or *cuatro cinco* (four fives), the addition of an "s" being given to the cardinals four and five respectively.

Time is expressed by the cardinal numbers, preceded by *la* or *las*, the word hour not being expressed; thus *es la una* (it is one o'clock); *son la tres* (it is three o'clock). An important point to note—*es* (it is) is always used with the singular numeral, and *son* (it is) with the plural.

CARDINAL NUMBERS.

The following are the terms used for the Spanish cardinal numbers:—

1. <i>uno, una.</i>	30. <i>treinta.</i>
2. <i>dos.</i>	40. <i>cuarenta.</i>
3. <i>tres.</i>	50. <i>cincuenta.</i>
4. <i>cuatro.</i>	60. <i>sesenta.</i>
5. <i>cinco.</i>	70. <i>setenta.</i>
6. <i>seis.</i>	80. <i>ochenta.</i>
7. <i>siete.</i>	90. <i>noventa.</i>
8. <i>ocho.</i>	100. <i>ciento.</i>
9. <i>nueve.</i>	101. <i>ciento y uno.</i>
10. <i>diez.</i>	200. <i>docientos.</i>
11. <i>once.</i>	300. <i>trescientos.</i>
12. <i>doce.</i>	400. <i>cuatrocientos.</i>
13. <i>trece.</i>	500. <i>quinientos.</i>
14. <i>catorce.</i>	600. <i>seiscientos.</i>
15. <i>quince.</i>	700. <i>setecientos.</i>
16. <i>diez y seis.</i>	800. <i>ochocientos.</i>
17. <i>diez y siete.</i>	900. <i>novcientos.</i>
18. <i>diez y ocho.</i>	1,000. <i>mil.</i>
19. <i>diez y nueve.</i>	1,001. <i>mil y uno.</i>
20. <i>veinte.</i>	2,000. <i>dos mil.</i>
21. <i>veinte y uno.</i>	100,000. <i>cien mil.</i>

Note.—*uno* is used before a masculine noun, *una* before the feminine.

ORDINAL NUMBERS.

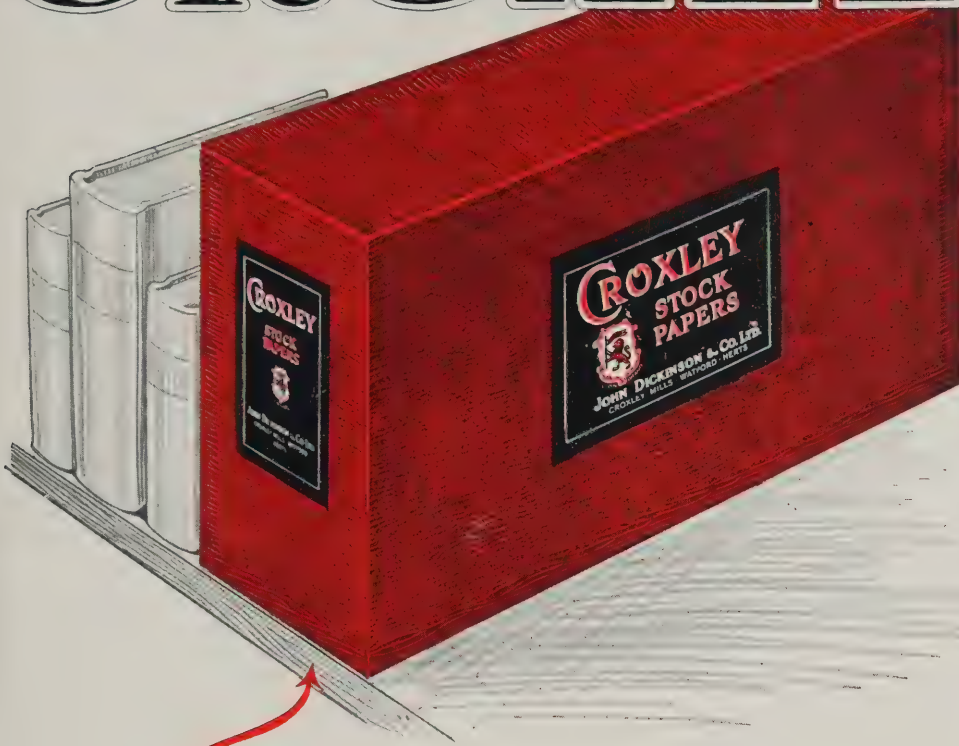
The following are the terms used for the Spanish ordinal numbers:—

1st. <i>primero, primo.</i>	22nd. <i>vigésimo segundo.</i>
2nd. <i>segundo.</i>	30th. <i>trigésimo.</i>
3rd. <i>tercero.</i>	31st. <i>trigésimo primo.</i>
4th. <i>cuarto.</i>	40th. <i>cuadragésimo.</i>
5th. <i>quinto.</i>	50th. <i>quincuagésimo.</i>
6th. <i>sesto, sexto.</i>	60th. <i>sexagésimo.</i>
7th. <i>septimo, setimo.</i>	70th. <i>septuagésimo.</i>
8th. <i>octavo.</i>	71st. <i>septuagésimo primo.</i>
9th. <i>nono noveno.</i>	80th. <i>octogésimo.</i>
10th. <i>décimo.</i>	90th. <i>nonagésimo.</i>
11th. <i>undécimo.</i>	100th. <i>centésimo.</i>
12th. <i>duodécimo.</i>	200th. <i>ducentésimo.</i>
13th. <i>décimo tercero.</i>	300th. <i>tricentésimo.</i>
14th. <i>décimo cuarto.</i>	400th. <i>cuadrigentésimo.</i>
15th. <i>décimo quinto.</i>	500th. <i>quingentésimo.</i>
16th. <i>décimo sexto.</i>	600th. <i>sescentésimo.</i>
17th. <i>décimo septimo.</i>	700th. <i>septingentésimo.</i>
18th. <i>décimo octavo.</i>	800th. <i>octingentésimo.</i>
19th. <i>décimo nono.</i>	900th. <i>noningentésimo.</i>
20th. <i>vigésimo.</i>	1000th. <i>milésimo.</i>
21st. <i>vigésimo primo.</i>	last. <i>último.</i>

HINTS RELATING TO THE USES OF CARDINAL AND ORDINAL NUMBERS.

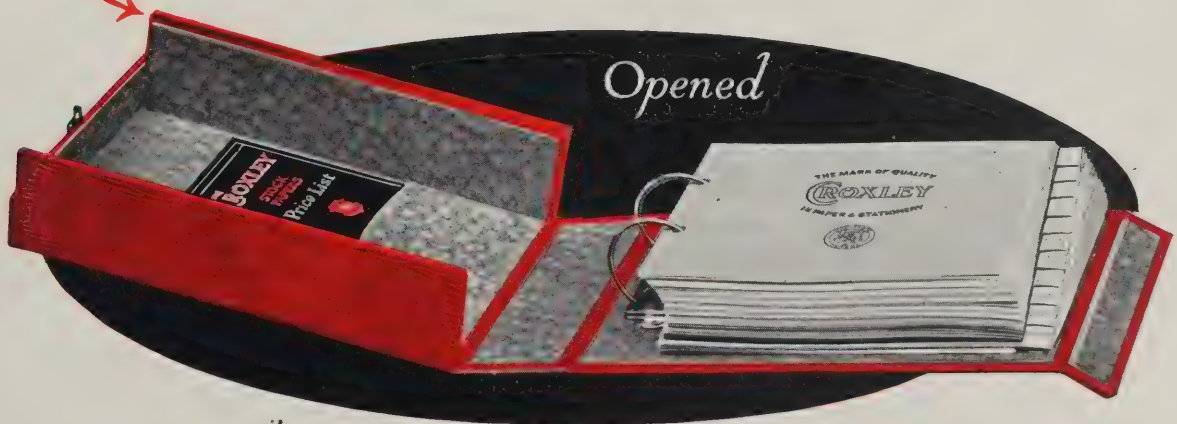
Fractions are expressed thus—Ordinal numbers are used for the denominators up to 10, e.g., one quarter, *un cuarto*; one tenth, *un decimo*; three-fifths, *tres quintos*; one-third, however, is *un tercio*, and one-half is *la mitad*. Cardinal numbers with the addition of *avo*, are used for the others, e.g., one-eleventh, *un onzavo*; three-twelfths, *tres doceavos*, or *tres dozavos*; five-thirty-firsts, *cinco, trienta y unovos*; one-eighth, *un ochavo*, or *un octavo*, the former being most frequently used.

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Collective Numbers thus—Half a dozen, *una media docena*; half a score, *una decena*; a dozen, *una docena*; a score, *una veintena*; a hundred, *una centena*; a thousand, *un millar*; a pair or a couple, *un par*; about fifty things, *una cincuenta*.

Proportional Numbers thus—Once, *una vez*; twice, *dos veces*; three times, *tres veces*; double, *doble, duplo, dupla*; treble, *triple, triplo*; fourfold, *cuádruplo*; fivefold, *quintuplo*; sixfold, *séxtuplo*; hundredfold, *céntuplo*; single, *simple*.

DAYS AND MONTHS WITH ENGLISH EQUIVALENTS.

Sunday, *Domingo*; Monday, *Lunes*; Tuesday, *Mártes*; Wednesday, *Miércoles*; Thursday, *Juéves*; Friday, *Viernes*; Saturday, *Sábado*.

January, *enero*; February, *febrero*; March, *marzo*; April, *abril*; May, *mayo*; June, *junio*; July, *julio*; August, *agosto*; September, *setiembre*; October, *octubre*; November, *noviembre*; December, *diciembre*.

Note.—The months of the year should not be capitalised in Spanish.

Where the Printing of Great Britain is Done

THE census of production has put us in possession of very valuable information about our own trade. It is most interesting to see not only where the bulk of the printing is done in this country, but to note the ratio of printers to the population. In view of the present discussion as to the relative importance of various printing centres, and when claims are being made on both sides in the re-grading conferences now being held, it will be found useful to have definite figures before us.

Here then is the table from the Census of Production, from which we have excluded towns employing less than 150 printers:—

PRINTING EMPLOYMENT IN TOWNS GIVEN IN THE CENSUS.

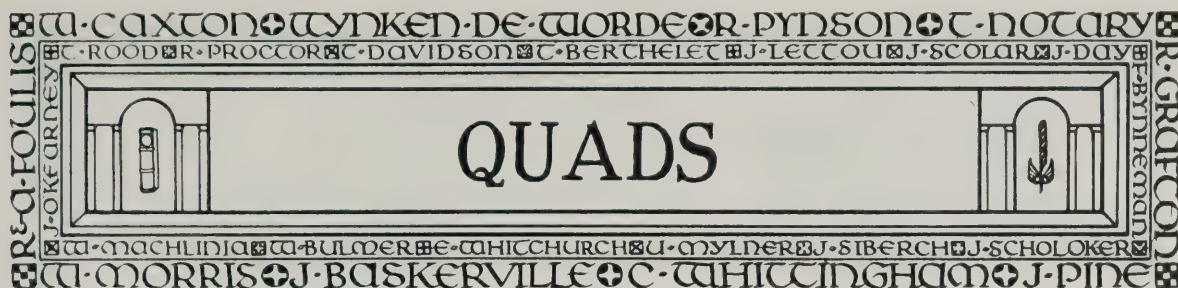
Town	Population	Employed in Printing and Allied Trades	Per cent. of Population
London	4,484,523	96,095	2.14
Manchester	730,397	10,380	1.42
Glasgow	1,034,069	9,666	0.93
Edinburgh	420,281	8,075	1.92
Birmingham	919,444	7,042	0.77
Leeds	458,232	5,710	1.25
Liverpool	802,940	5,561	0.69
Nottingham	252,204	2,755	1.05
Bristol	376,975	2,673	0.71
Newcastle	275,009	2,529	0.91
Leicester	234,143	2,355	1.01
Bradford	285,961	2,102	0.74
Sheffield	490,639	1,953	0.40
Cardiff	200,184	1,682	0.84
Hull	287,150	1,658	0.58
Dundee	168,217	1,534	0.91
Derby	129,796	1,439	1.11
Aberdeen	158,969	1,431	0.90
Salford	234,045	1,218	0.52
Plymouth	210,036	1,182	0.56
Stoke	240,425	1,107	0.46
Coventry	128,157	1,102	0.86
Reading	92,278	1,090	1.18
Norwich	120,661	1,051	0.87
West Bromwich	73,647	947	1.29
Northampton	90,895	854	0.94
Bolton	178,683	806	0.45
Stockport	123,309	801	0.64
Preston	117,406	785	0.67
Exeter	59,582	686	1.15
York	84,039	678	0.81
Ipswich	79,371	649	0.82
Brighton	142,430	635	0.45
Huddersfield	110,102	561	0.51
Wolverhampton	102,342	539	0.53
Blackburn	126,643	492	0.39
West Ham	300,860	484	0.16
Darlington	65,842	483	0.73
Halifax	99,127	466	0.47

Oldham	144,983	443	0.31
Middlesbrough	131,070	428	0.33
Swansea	157,554	428	0.27
Newport	92,358	424	0.46
Colchester	43,393	404	0.93
Sunderland	159,055	389	0.24
Gloucester	51,330	384	0.75
Worcester	48,833	377	0.77
Birkenhead	145,577	360	0.25
Rochdale	90,816	340	0.37
Wakefield	52,891	339	0.64
Ashton-under-Lyne	43,335	338	0.78
Grimsby	82,355	330	0.40
Stretford	46,535	329	0.71
Burnley	103,157	327	0.32
Blackpool	99,639	317	0.32
Lincoln	66,042	308	0.47
Walsall	66,926	307	0.32
Felling	26,145	289	1.11
Southport	76,621	269	0.35
Warrington	76,811	269	0.35
Hastings	66,495	266	0.40
Chester	40,802	255	0.63
Walthamstow	219,395	251	0.11
S. Shields	116,635	226	0.19
Eastbourne	62,028	222	0.36
Wigan	89,421	220	0.25
Crewe	46,497	217	0.47
Stockton	64,126	209	0.33
Burton	48,909	208	0.43
Southend	106,010	195	0.18
Leyton	128,430	193	0.15
Luton	57,075	192	0.34
Ilford	85,194	176	0.21
Barrow	72,244	164	0.23
Hyde	33,424	156	0.47
West Hartlepool	68,641	150	0.22

From these figures it will be seen how London stands out in relation to the large number of printers there are in proportion to the population. Edinburgh comes next, and Manchester third. It must be borne in mind that the term "printing employment" as used by the Registrar-General includes the production of newspapers and periodicals, including the editorial staff, as well as the actual producers of the paper; the production of printed books and newspapers; the production of account books, including machine ruling; those engaged in Government printing works; job and general letterpress printing; lithographic and photolithography; process engraving, stereotyping and electrotyping; bookbinding; other miscellaneous printing.

The total number engaged in the industry in England, Scotland and Wales is just over half a million, 2.7 per cent. of the number employed in Great Britain.

There are 55,918 employed in papermaking, of which total Lancashire claims 10,379 and Scotland 12,830.



I DO very earnestly urge upon any printers who are members of local authorities to resist the rather insidious, not to say the almost sneaking artfulness, with which the Educational Authority is getting in by a back door what it cannot get in by a front door. My home is close to Hornsey Lane; I watch Hornsey matters, and I note that proposals from the Board of Education to reduce expenditure from 315s. to 285s. per child may involve the dismissal of nearly one-third of the elementary school teachers.

AND the children are not to be really taught. They are just to be shepherded. That's about all. Real teaching of classes of fifty is impracticable by all I have been able to learn from experienced authorities. Youngsters of 11 to 12 are to be formed into classes of 50, and children over that age into classes of 40.

THE children's brains and the teacher's pains are to be wasted. Compared with that it is a small matter, though in itself not small, that our money is to be wasted too.

AND Hornsey had ever been earnestly pursuing economies without this pressure. It had reduced its education estimate by £4,600. This is not a case of putting the screw on those who will otherwise do nothing.

I DO beg of you to use your influence to defeat this wastefulness, stupidly miscalling itself economy.

If you haven't any influence—use it. No, that's not nonsense. For all of us have influence in some degree, and where it is infinitesimal seeming, its sincere use is one and perhaps the best condition of its growth.

ANOTHER fine piece of extravagant economy concerns telephones. Use telephones much more was one of Walter Hazell's particular and most emphatic counsels. You can't say that he was un-mindful of thrift. If he had been Prime Minister through the first fifteen years of this century the world would have surely been a far happier and in all best senses a far richer world than it is to-day.

WE are absolutely behind Iceland in the number of telephones installed per million of population. In the States twenty times as many phones per million have been installed as in this kingdom. Our backwardness is a ghastly disgrace. In those circumstances what say our Chancellor and our Post Office (presumably compelled by the Chancellor), "Step further backward still."

Now this concerns us printers. Make no mistake as to that. Printing is not likely permanently to retain such prosperity as it has if the rest of the community remains depressed and unsuccessful. Besides we are citizens. We want to see general prosperity.

LET me give an instance of telephone blundering. I fear I am right in saying that the Post Office is calling off a long overdue improvement of the Wolverhampton Telephone Exchange. It has the repute of being horribly bad. About £70,000 was to be spent in at last making it worthy of that important city.

THAT sum might have employed 200 men for, say, two years. I believe the arrangements for their engagement on this work were practically complete. These men may now be put off. I hear of some other reductions of staffs connected with telephony already made.

TELEPHONE installations are profit-making enterprises, after all the proper costs which strict accountancy can call for have been debited. A real valuable asset is created when money is spent in telephones. Whereas, if 200 men have to be discharged because of this ostensible "economy," they, or some of them, may go on the dole. What will there be to set against the thousands wasted on dole payments except the negative fact of some demoralisation of these men?

"WELL, yes. We *could* find you a tub."

So it certainly seemed. A few thousand tubs. Some of them about as tall as I am.

THE Institute of valuers and estate agents was having its meeting at Leicester on July 14th to 17th, with, of course, some incidental visits to great works in the Midlands. Bass's great brewery at Burton was one place extending a welcome. The great firm decked out one of their own open carriage trains. It was fitted with seats and carpeted and abundantly beflagged, and a very jolly party of a hundred or so rode over a few of the eighteen miles of railway which Bass's own as a part of their works system. The Bass tracks crossed Burton streets six times in this ride, and, thinking that this might well be a nuisance to the population, and that a tub-thumping denunciation of such hold-up obstruction was demanded by the fitness of things, I told the Bass firm conductor that I was willing to mount a tub and vociferate the protest. If a tub could be provided. "Well, yes, they *could* find a tub."

BUT I didn't. You see—it was a sultry day, and the population didn't seem to be worrying

very much about the outrage. Indeed our guide said he was quite sure that Burton people were glad to see the Bass brewery trains puffing and snorting across the roadways every now and then. It showed that the staple trade and their own livelihood support was driving on its successful course.

THE yeast of indignation simply would not ferment, with enough of a hubbub, bubble toil and trouble. So instead of mounting the tub I subsided into a small philosophising.

HERE apparently was an instance of British give and take and compromise. Burton folk submitted to an occasional small "hold-up" for a minute by that town industry, which by its wage payments or by its enabling its staff to buy their goods or services, held up—supported—their whole family.

It may be, too, that a simple liking for beer explained the absence of any complaint. Fermented drinks of sorts have been popular since Julius Cæsar's soldiers drank their diluted vinegar as they marched through Britain, varying it before long no doubt with draughts of what they found the Britons to be drinking—mead, an intoxicating drink made from honey.

OR the appeasing thought may simply be one of pride in Burton waters, famous ever since the days when monks about seven hundred years ago found out the secret of their special adaptability for brewing.

I'M not going to side track into any other words about beer. All I'm concerned with just now is the fact that we commonly have to put up with something to make some other things possible; we are all called upon for some sacrifices.

I SUPPOSE we all recognise that sacrifice ought to be made—by other people. We're quite free to confess—other people's failings, and quite ready to "compound for sins we are inclined to by damning those we have no mind to." But dodge it as we may ever try to do, we come back to this, that each one of us has to make his own sacrifices as he goes through life. If he's to live any life worth the name.

THIS simple phenomenon of Burton mutual understanding, mutual allowancing and good will is quite suggestive. It seems to lead me naturally to a further word about the new spirit in our craft and new forms adapted for expression of the new spirit.

APPENDICITIS seems to startle you like a thief in the night. Apprenticitis is different. It is more like the creeping paralysis that we have been talking about of late in other associations.

THE Master Printers' Federation seem to be convinced that we are not training enough printers to counterbalance the wear and tear of the years—the losses through death or sickness. The trade unions are understandably prepared to accept large risks as to this, though even the least reflective of men must be anxious to see the industry continuously manned in such strength that no alternative methods of reproduction shall be sought after in consequence of printing, as we know it, failing to "deliver the goods."

NATURALLY trade unions are not very amenable to adjurations that they should agree to the indenturing of a larger proportion of apprentices while they can point to any printing houses not taking all the apprentices they are even now entitled to indenture.

THERE were lately a few cases of such default. But in these cases, or in practically all of them, it may now be said, that the full number have been appointed.

It is not quite clear to me that daily papers are free from reproach in their policy of taking no apprentices. One recognises, no doubt, that they could not work the boys at night, and that there might be trouble in giving them a good training by day. But when did shrinking from trouble establish itself as a British habit? And there is the London Printing School, and there are, or ought to be, very good schools in other centres. As things are, the ordinary printing offices have to train apprentices for the needs of daily papers as well as for their own requirements.

I WANT to make a personal request in apprentice connection. In the large Hornsey Road L.C.C. School, with which my wife has an honorary connection in Welfare or After-Care or School Management Committee work; I have made acquaintance with four very bright boys who are particularly keen on being apprenticed to printing in any one of its branches. There is something very appealing in the earnestness of lads intent on finding some vent for the creative, for the origination faculty within them. The mother of one of these boys brought to me with pride the indenture which thirty-five years ago recorded the apprenticeship of the one who is now her husband, to Mr. George Briscoe Eyre, of Eyre and Spottiswoode. Another mother had experienced so much loss in basket and store through her husband not having learnt or acquired a skilled trade, that she and he were ready for almost any sacrifice, reasonable or unreasonable, to avert the like misfortune from their son.

Now will any master printer in the metropolitan area who can take an apprentice send me a line, and see one or other, or even possibly more than one, of these boys. I am confident he will not regret it. Letterpress printing, lithography, book-binding, machine—it is not a question of a lad's seeking one particular section. In printing—that is where they want to work.

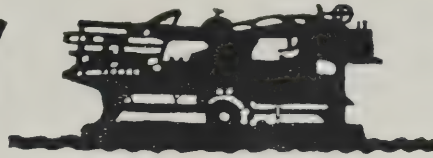
DON'T let me down. Don't let these bright boys down. Don't let yourself down.

IF you have an opportunity to take an apprentice and haven't done so, act to-day. Fit it in with your other arrangements. Fit it in with the mosaic of your other affairs.

IN the sense of our having to fit things in, we are all of us always living under a "mosaic" dispensation.

WHILE I am thinking a good deal about schools, and particularly thinking with great admiration of the way in which elementary school teachers seem fairly to hunt for opportunities to forward their youngsters' careers and develop their characters in comes *The Evening News*. It has persuaded Mr. M. L. Jacks, the young headmaster of Mill

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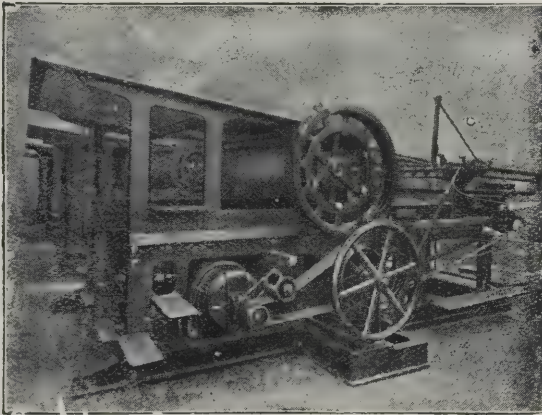
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OPENSHAW MANCHESTER

Hill (near London) to say a few words on the value of hard work. I'm a Mill-hillionaire. I enjoyed hearing him say at a recent dinner of my old school that he was against all coddling; that he will almost say that it doesn't greatly matter what a boy is put to at school provided he hates it enough. I remember that I detested skating and swimming and cycling while I was learning to skate and swim and cycle. Mr. Jacks, of course, said more than he quite meant, but he knew his audience.

SCHOOL life, he impresses, is not simply preparation for larger life outside; it is itself part of that larger life.

To work hard at school prepares a lad in after life to pursue work not simply as a means of living, but as part of life itself. The Jacks' plea is that at every age, whether at school or later in life, "we should all of us adopt a healthier attitude to that hard work which is of the first importance both for the individual and for the community."

ANOTHER word which has a more direct hint for our craft. Mr. Jacks impresses that hard work at school produces "the scholarly mind," which "with its quick detection of the difference between a fact and an inference, with its ready apprehension of the real meaning of words and phrases, is a sure antidote to . . . confused and lazy thinking, and the readiness to allow other people to do our thinking for us."

PRINTERS, I imagine, do work hard. And the work of their Federation has been a fine training. The Federation, by precept and example, preaches the gospel of hard work for the craft and the branches—well, the branches twig.

COL. FLETCHER, for one instance of a worker, is to be warmly congratulated upon the mastery and the fine temper evidenced by his report to the Council of the long brain-racking, nerve-trying interviews with the various unions after the general strike. He had to deal with the keen quest of guarantees and with the challenge to the prescient and the statesmanlike mind.

"We must not be enemies," said Lincoln in his first Inaugural. "Though passion may have strained, it must not break our bonds."

I TAKE this apt reminder from the finest printing journal that has ever been produced—just to hand—the sesqui-centennial number of *The American Printer*. (Don't tell anybody—but I turned up "Sesqui." It means a whole and a half.) The century and a half since the declaration of Independence has been reviewed and most profusely illustrated by dear old Gress, its gifted and devoted editor, in a most obvious labour—a hard labour—of love.

ANOTHER extract from this "Sesqui": "Conscious of their unparalleled and ever increasing power for propaganda, the graphic arts may well pledge themselves in a new historical period to labour always for peace—with justice."

AFTER that we shall have some American printers studying the speech exchanges between our Chancellor of the Exchequer and their Mr. Mellon regarding the war debts.

ON that matter of individual thinking instead of putting our thinking out, I have just read Mr. Howard Hazell's article in *The Times Trade Supplement*, in which, like any Wilson, he sets forth fourteen points which should be present to the mind of wage workers.

I HAVE learnt a good deal from Mr. Hazell *re* costing and paper standards.

HE seems to assume that the average labour mind is blankly ignorant as touching questions of capital and labour. Well, the best coat I ever had cut for me was made by a tailor who was a gold medallist in some tailoring competition. He none the less had, as I gathered, quite a small wage. Every week he bought a book on some economic subject, or of some cultural or finely recreative quality. And he read these. How many of us buy serious books and don't read them?

My tailoring acquaintance was, I think, fairly typical of a large section of wage workers.

ANOTHER economic adventurer. Sir Ernest Benn has been rushing in again. *Toujours l'audace* seems his motto. I've read his latest economic screed in the current *Edinburgh Review*. He's got hold of one small fairly good point, that in general people will take care of what belongs to themselves.

BUT he spoils everything by his exaggeration. That's why I find him as unconvincing as anyone I've ever read, or skimmed.

EVERYONE will always preserve his property carefully, he says. He's never read William Blades's "Enemies of Books," and its story of *THE CAXTON* left to rot in an attic, and preserved from that particular fate by a charwoman, who tore the leaves out and used them day by day for fire lighting.

No collective body will ever take care of anything, Sir Ernest opines. He's capable of forgetting a whole British Museum.

OF these two articles, the Hazell one is by far the best. Sir Ernest is interesting, no doubt, but boisterous and blundering and unhelpful. Happily, he too is a worker, though he says he isn't. He works hard in his own way. If he will really look about him and try to learn, he may yet deserve our thanks. His name, not his argument carried this effusion (and confusion) into print. It illustrated "the importance of being Ernest."

I AM glad the Federation members are putting up the warning as to leaving their employment without notice. Nothing is worse than uncertainty in these matters. Now it is plainly set down that wages accrued at the time of a lightning strike will not be legally due, and will not be paid, nor will holiday money.

CONGRATULATIONS to Mr. H. N. Iles on his illustrated fantasy, showing how printers may eliminate paper troubles. Give us more of this, Mr. Iles.

I KNOW a printer—I'll tell you his name—who is just the man who could set a pageant movement on foot in his interesting town. Incidentally it would occasion a good deal of printing. The Advertising Committee of this year's Norwich pageant

have produced a square pageant picture in three colours. It was the work of a local artist. The picture, with wording giving dates, times and prices, has been used on 4,000 posters, 1,000 show cards, on thousands of postcards, and on tram and 'bus slips, and transparencies for shop windows, and on the cover of 20,000 small folders, and 4,000 hand books.

I SAID I'd mention the name of the printer who I imagine could promote a pageant in his own district—and occasion much printing. His name is Legion.

THE great advertising gathering at Wembley in 1924 was the meeting ground of the Associated Advertising Clubs of the World. This year that body has met at Philadelphia. There it has changed its name to the International Advertising Association. You would, I presume, have no difficulty in joining it. Why not join?

LEFT-COL. E. F. LAWSON, of The Daily Telegraph, was very happy in mingling wit and wisdom, business and banter, in his talk at the opening of the Convention. I am indebted to the Advertising Weekly for my notes. He chipped them on the unifying power of the advertiser. A Tartar landing in the States bought advertised underwear, and said Col. Lawson (remembering his Kipling) was straightway an American under his shirt.

"BUT," he continued, "the knowledge that I am wearing socks imported from France gives me neither confidence nor skill in the art of dancing. Nor does the fact that I light my pipe with Norwegian matches inspire me with that courage and bold spirit of adventure which sent out Eric the Red on that great voyage of discovery to the country which, with more poetic than prophetic instinct, he christened Vineland the Good." Eric apparently found America long before Columbus.

No one, said the colonel, travels more frequently or perhaps more hopefully than the advertising and selling man, "and there is plenty of room for good will in his suitcase both on the outward and the homeward journey."

"I SHOULD like," he added, "to consider how we can progress further on the lines which we have already taken up—to discover how we can

increase our membership overseas and make more effective an organisation which would pass on our members when we travel from club to club and from association to association. I should like to see membership of this organisation do even more than it is doing now to break down the frontiers for advertising men and women, and to give them a passport to the hearts and to the homes of our members in the countries which they visit."

"THERE is much that we can do between Convention times, and I assure you, Mr. President, that we in England are ready to co-operate to the utmost of our endeavour."

THE material losses through the general strike are tremendous. What of the losses to which no material standard or measure can be applied? I suppose one can trace to the general strike the permanent loss of his job by a young paper packer of 24. A London coroner holds an inquest on this young fellow. He hears that he "lost his job two months ago," and that he was shot and killed by a man defending his motor garage in the small hours. Perhaps this is all one should say at the moment. But what a vast and dreadful content is in even this.

Two auction sale disposals of this month in London within five minutes of each other! A 1925 demy high-speed Wharfedale No. 11,715 (Dawson) fetched £265. A quad crown Bremner Wharfedale (auto-cylinder check) went for £30.

FRANK COLEBROOK.

THE Caxton Magazine

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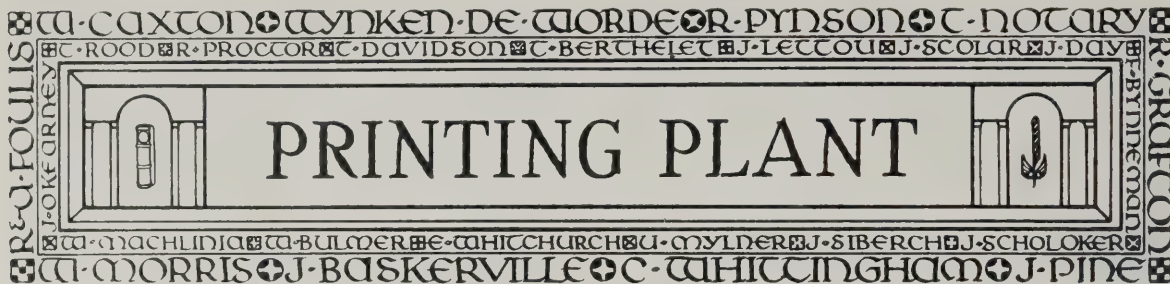
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A New Type and a Handsome Specimen

THE latest type from Stephenson, Blake & Co., Ltd., has been christened "Mazarin," in homage to the memory of the great cardinal, who in his wonderful life time did so much to engender and foster appreciation of fine books, as well as to preserve for the future some of the best examples.

Of fresh types there is no end, and we often think that the printer does not consider himself blessed by the energy and enterprise of type founders in producing the variety of new faces that are

Mazarin is a new letter of contemporary design, which is a pleasant fact to record in these days, when the revival of justifiably famous historic types is the vogue. In character it shows obvious traces of a French origin, but is a clean design, making a direct appeal to the attention of the reader.

Many printers complain that the majority of display types now offered are a little light in colour, and frequently, although a bold type is not required, the normal types of the series fail through lack of just sufficient vigour for ordinary use. The strength of Mazarin comes about half-way between the weight of ordinary series and a bold, and this alone will make it a useful adjunct in the ordinary commercial office. The italic is of outstanding merit, and with the addition of the striking swash characters possesses great charm.

It will be seen at once that amongst its other attractive characteristics legibility is a marked feature, and this is maintained through the series, from the smallest to the largest size. The italic is equal to the Roman in this respect, but it is unique in its configuration. We are assured that printers need have no fear that the italic will suffer in durability on this account, as a special method of casting has been introduced to support all parts of the letter.

We have been delighted with an advance copy of the brochure displaying the series. This will be worthy of the most minute attention of every printer fortunate enough to obtain a copy. The various pages show to great advantage the variety of work to which Mazarin can be applied. Its versatility is extraordinary.

Special attention should be directed to the various forms of decoration in the booklet. These have been specially engraved for use with "Mazarin," and electros are available.

The end paper in this book is also very original, being made up of old flowers and rule taken from the foundry's specimen book.

MAZARIN

A Series of Old Face Types
from six to seventy-two point with
intermediate sizes in process
of completion



from the Letter Foundry of
Stephenson, Blake & Co. Ltd.
Sheffield & London
1926

so frequently offered. Naturally the majority of printers prefer not to expend money on new types, but surely this is a short-sighted view. Commercial printing, if its progress is to be assured, must be continuously vitalised; the chef has to encourage jaded palates with new dishes, the printer has to help his customers or the advertisers to stimulate the interest of the public in the matter which the public has to be persuaded to read. We feel sure that the Mazarin series, viewed from this angle, will be heartily welcomed by the trade, because in our opinion it will quicken demand and enable printers to increase their turnover.

THE National Marking Machine Co., Ltd., have now entered into occupation of their new factory and offices at 34, Clifton Road, Harlesden, London, N.W. 10.

MESSRS. MACKIE & Co., Falkirk, are about to build new premises. The structure, which will occupy quarter of an acre of ground, will consist of up-to-date printing, publishing, and billposting works. The erection of the new premises has been found imperative owing to the rapid development of the various departments of the business.

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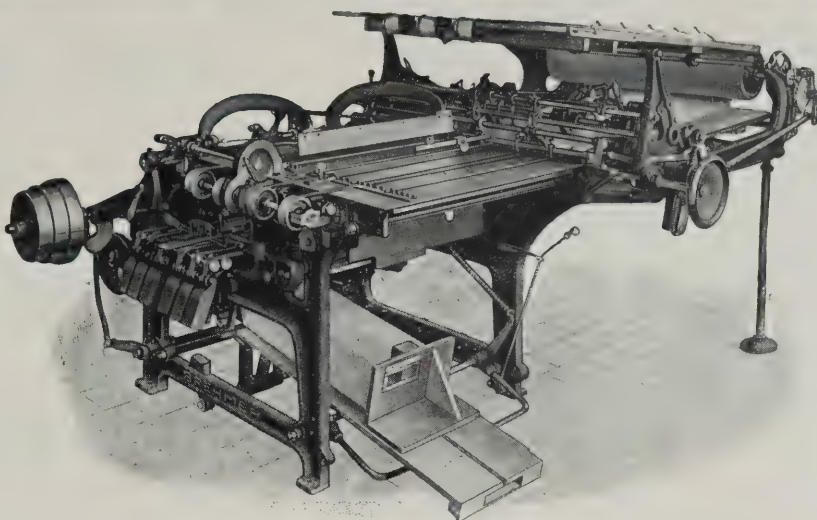
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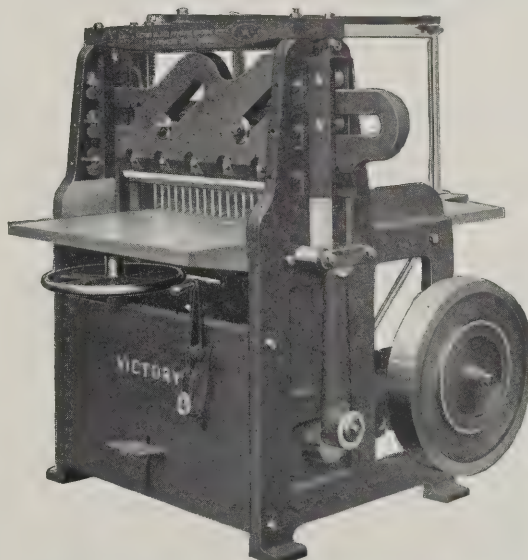
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The Stationers' Company and Printing Industry Technical Board

Results of Examinations for Session 1925-26.

THE following is a list of results of the recent examinations conducted by this Board:—

COMPOSING.

First Class.—O. W. Baker, G. E. Branch, A. Brown, B. J. Dore, D. C. Dunston, W. P. J. Flynn, †M. H. Ford, A. H. Goddard, C. T. Grubb, R. W. Hounsham, *T. S. Martin, A. G. Mosley, F. L. E. Scott, †W. W. Scott, B. J. Tanner, C. F. Terry, J. M. Toulmin, J. H. Treadwell, †S. A. Verstage.

Second Class.—J. F. Adams, A. Amis, F. Avis, G. N. Atkins, F. C. Bazen, B. G. Brown, E. Brown, A. R. Croker, A. N. Davis, H. M. De Garis, C. Edwards, E. G. Edwards, E. Elms, S. G. Farmer, M. G. Frost, W. R. J. Fry, W. H. Goodenough, E. K. Grieve, W. J. Hasler, J. E. Heath, G. Hill, L. P. Keech, E. S. Lane, C. J. Langton, F. D. Lewis, H. J. Mason, J. McIntosh, E. Nelson, G. S. Nutt, F. Pincock, O. E. Pitkin, D. C. Pond, A. C. Price, J. A. Pritchard, R. A. Ransome, E. K. Singleton, H. W. Timberlake, E. W. Towell, G. C. Wall, R. Wall, J. C. Wilson, W. Wittick.

Craftsman's Certificate.

First Class.—E. H. Bligh, E. J. Pitt, §J. R. Standaloft, †J. E. Thompson, W. H. Wyatt, M. Wa Gyi.

Second Class.—L. F. R. Apthorp, H. J. Bennett, W. J. Broughton, E. J. Cloutman, A. H. Cragg, F. Doherty, J. E. Earwaker, A. El Sayed, A. S. Guyer, H. J. Honour, J. H. J. Hutchings, H. L. Lewis, J. H. Look, L. J. W. Mathewson, W. H. McKinlay, H. L. Norman, H. F. Paroissien, W. H. Price, R. E. M. Reade, W. L. Simmons, J. H. Skey, A. J. Woolf.

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The Caxton Magazine

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*All Editorial Communications should be addressed to the Editor, THE CAXTON MAGAZINE,
Avenue Chambers, Southampton Row, London, W.C.*

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THE CAXTON MAGAZINE

A PROGRESSIVE ORGAN
OF THE GRAPHIC ARTS

Edited by A. E. OWEN-JONES

Advertising—the Life of Business

By NORMAN T. A. MUNDER, Philadelphia

IT isn't always the early bird that catches the worm, but the very busy early bird. In our business affairs to-day it means being busy, and very busy, too. Success only follows hard work, either mental or physical. Edison describes genius this way—*two per cent. inspiration, ninety-eight per cent. perspiration.*

I have before me a number of pieces of very beautiful printing from different parts of the country and collected by mutual friends to whom we are greatly indebted. Aside from these pieces of printing just referred to, you will notice on the walls framed exhibits of even a more extraordinary type: the prize winners and those specially selected because of their merits. They are beautifully mounted; you know there is rare art in the matter of display, and certainly it is found in this Graphic Arts Division.

The word "classic" is generally associated with the words "literature" and "art." It, however, can be associated with printing, as well. For example, if there is a piece of silverware of a *classic* style, and a drawing is made of it by an artist of ability equal to that of the silversmith, and if an engraver and printer of the same ability complete this work, *then the printing must be classic, too.* There are many pieces in this collection of admittedly classic style.

Another grade of printing can be termed *classy*; it is to be found among these specimens. It is appropriate to use in connection with fine merchandise other than that of a classic nature.

A third kind is *flashy*. This, too, has its place in the advertising of certain kinds of merchandise; it can be effectively used in posters and broadsides, and even book covers for a certain type of merchandise.

A fourth kind is *clashy* printing, which means that the type is too large, or of an ugly style, the colours inharmonious, and in other particulars wrong, which makes it *clashy*.

A fifth kind is *trashy*, and to-day this grade still prevails, but not in the Ward collection of over ten thousand—it *can't get in even sideways.*

These last two kinds, unfortunately, represent a big part of direct mail advertising, and in almost all instances are a failure, and prove a waste. This is very hurtful to this branch of advertising.

Recently I noticed an article in The Baltimore American, in the magazine section, which told of a young man who had oversold himself. In applying for a position he had exaggerated his business ability, and when tried out proved a serious disappointment. It is too bad, we say, about this young man, but how about those businesses that are undersold, which have not told their story in a hundred per cent. way with good copy, good illustrations, good printing, good paper. Possibly they have also a poor mailing list.

There are thousands just like them that fail to sell themselves through the mails, or in any other way. They do not tell their complete story and keep on telling it. Those who are successful in direct mail advertising are the ones that sell their institution and product and keep this up systematically and indefinitely. They have mastered this science and have found it to be most invaluable. To sell a thing to-day means that we have to convince the buyer we have the merchandise he needs and at the right price.

In this great collection there are, all told, about twelve hundred pieces. Each contains an invaluable selling idea. What a gold mine to advertising men, merchants and printers! This array of elegant printing represents that used by the most successful companies in the United States. It shows progressiveness on the part of the advertiser, printer, paper-maker, and our mutual friends George Ward, W. A. Hentz, and their associates for collecting and displaying it so well.

These advertisers are doing their utmost to sell their product in a most successful way. It isn't partially done, it is completely done. It is this kind that sells—we must take our hats off to those who are keen enough to put over direct mail advertising exactly as it should be.

Just as electricity has marvellously blessed manufacturing, and all phases of life as well, so has advertising aided selling. Those who do not use this modern means of selling can be compared to those who utterly disregard the marvels and uses of electricity.

ADVERTISING IS LIFE OF BUSINESS.

In a little while we will enjoy a fine lunch through the courtesy of our hosts, and while we eat it because we need it, we will enjoy it as well. The farmer, the baker, the grocer, smile because they know we must eat three times a day and then some. It is so with the silk maker, the clothier, the shoemaker, etc.; all of them know that we will soon have to call on them again for new things to wear and use. They know we'll come back because we have to.

Well, what about the printer, the advertising man, the paper merchant, the typefounder, the press builder, and so on? Is it not true that just as the human being must have his food to prolong his life, and to make that life worth while and successful, precisely so the merchant and manufacturer need advertising to prolong the life of their businesses and make them complete?

Those just mentioned have to keep on selling for the reason that if they do not they are forgotten in just a few months. Thank goodness this is all true, for it makes business, and as a result gives us our daily work and our livelihood.

My printer friends, should we not profit by such examples? What about our own knowledge of advertising; what about our own method of selling? Shouldn't we know just how to do this in a proper manner, too? How many printers are underselling themselves rather than selling themselves? How can they sell themselves one hundred per cent.? There is no better way than through the use of their own tools. We young printers want to know about advertising. We want to enjoy it, make it, *but above all we must master the science.* Our success in the future can be won by this means.

Many of the successful printers in the country are those engaged in direct mail. The advertising field is constantly growing. Last year at Boston, about three thousand delegates attended the Direct Mail Advertising Convention. This organisation is rapidly approaching in size the convention of the Associated Advertising Clubs which includes a direct mail departmental. Does this not mean that the field of direct mail advertising is growing?

This display is visited by merchants and manufacturers as well as printers and advertising men, and it coaxes them into the field of direct mail. We must admit this is wonderfully advantageous to the printing business. For many years ago the advertising fraternity has led the advertiser into the fields of newspaper, magazine, poster, and other lines of advertising, and rightly so. But these advertisers must be coaxed back and kept in the direct mail field.

How can a printer improve his work? Here is his opportunity in this Graphic Arts Division. One of the ways to improve printing is to follow better ideas and ideals. In this division there are a hundred pieces of fine printing, each an idea in itself, for every printer present—over ten thousand in all. Ideas are the scarcest things in the world, yet here you are surrounded with them, all indexed for ready reference and for practically all lines of business. One of the most perplexing things in the printing business is to create new things. The problem is to fix the size, colour, material, the kind of illustration, and so forth. It is a perplexing thing, and takes up much valuable time. What an invaluable help, then, an exhibit like this is.

IMPROVING TASTE AND JUDGMENT.

Aside from having an idea, how can a printer improve his taste and his judgment? Well, largely through the eye, observing—seeing. If one is told that a building is very beautiful, he at once has in mind some other buildings he has seen, and so, all the things of life are compared with those we have already seen. The more good pieces of printing

that pass before the printer's eye, the better that printer is, for his taste and judgment have been improved upon. There is an inspiration to do these things in the future in the best way.

Bring your customers here and thus coax them into using more of your wares. Lead them into a consistent and constant use of good printing. Convince them that they must keep on selling month by month to make good. With Philadelphia we associate the signing of the Declaration of Independence, and this reminds me that many pioneer advertisers when they signed good contracts declared *their* independence. Has it not made thousands of them independently rich and really free from the burdens of the old way of selling, so slow—so tedious?

America is the richest country on earth to-day. All others are looking to her for help and guidance. What has done more toward American Independence than the mastering and applying of the science of advertising? If we educate our customers in advertising they will be in a better position to buy it and pay the right price.

Last evening I had the pleasure of examining and studying these fifty specimens. It was a delightful experience. About a month ago, six of us spent twelve hours doing the same thing, examining about a thousand fine specimens. It was a rare treat, a real education. We are convinced that printing is getting better and that such a class is finding a real market.

Those who use this better kind of printing regard it as an investment with liberal returns and not an expense. They see more than a piece of printing; they see a large selling means.

A beautiful piece of printing passes over a man's desk. He ponders over it, he admires it. He is complimented and pleased to think that someone would send him something so nice. Isn't it better to please a prospect than to send him something to criticise and throw in the waste basket?

There are three kinds of printing in direct mail—the good, the bad, the indifferent. The good is examined, remembered, and referred to. It is quite a common experience for a man to show such things to many friends. What is the result of this nicer printing? It is retained in the memory and does its work many days after it has been filed, and even after it is finally discarded.

What can be said of the indifferent and bad? Why, they aren't noticed. They can be placed on a par with cheap, trashy printing. Neither of them has a chance. It is the good kind that carries the message safely and permanently to its proper destination.

The dangers of undercutting and ineffective costing systems have for long been receiving the attention of the London Master Printers' Association, who in the autumn will be opening a campaign on this subject with a series of cards for use as envelope enclosures, etc., dealing with this all-important matter. We shall have more to say on the subject in our October issue.

At the annual meeting of Woodall, Minshall, Thomas & Co., Ltd., Oswestry and Wrexham, Mr. J. H. Denson was called in and congratulated upon the unique record of having completed fifty years' service on The Oswestry Advertiser, and was presented with a memento of the occasion by the chairman, Mr. Rowland Thomas.

MESSRS. CASSELL & CO., LTD., are concentrating on publishing, and relinquishing their contract printing. "The Stock Exchange Year Book" goes to Aylesbury; "The Stock Exchange Gazette" to the Fleetway Press; "The Canadian Gazette" to Southwark Street; and "The Bazaar" to the Cornwall Press. This decision naturally involves considerable staff changes.

AMONGST the men now holding prominent positions in the printing world, the following were associated with Cassell's printing department:—Mr. T. E. Naylor, M.P., Mr. C. J. Drummond, M.B.E., J.P., Mr. Joseph Mortimer, O.B.E., and Mr. T. W. McAra (secretary of the Newspaper Proprietors' Association).

A Few Words on Plant Valuation

By FRANK COLEBROOK, F.A.I.

KINDLY value my plant," says Mr. Primer. And that's all he need say. But it's rarely all he does say. He is quite likely to proceed: "And if you won't mind my saying so, I don't want any inflated value put upon it. I just want to know what it would cost me to start equipping myself with new machines, etc., just like these, next month, if I should happen to be burnt out to-morrow. Just the fair insurable value. I want to know, too, what I can expect to get for, say, one of my Demy's, if I must clear it out, to put in, say, an improved Double-crown or a Quad where the Demy now stands. Just give me *the* value."

Mr. Primer of the imagined utterance stands revealed in five short sentences as the typical non-reflecting man of affairs. He is honest and confused. No one set of figures can possibly be accurately applied to the three differing categories of his contemplation. George Washington was a valuer and surveyor in civil life, but, even if the cherry-tree story had been true, he could not have met this demand.

In the natural necessity of things these three standards are quite different. In terms of measurement they are quite different quantities. A figure which was equal to each of three different quantities would be—well, it would be equal to anything.

And valuation is not wonder-working. It is commonly the exercise of an extraordinary amount of practical experience and patient observation; it is opinion unbiassed by interest or pre-possession. Reputable competent valuation is not so much the operation of a sharp mind as of a broad mind sharpened to a point. And it is always improving. I see various ways in which it should improve now. And that is just the kind of seeing that calls its object into being.

* * * *

To revert to Mr. Primer—well-meaning, but confused; or shall I say well-meaning but mentally lazy? A lot of us are like that. We *can* think, but sometimes don't think, and perhaps won't think. Mr. Primer, I hope, is reading this page. Then let me preface a little clarifying effort by complimenting him as far as I decently can. There is some sort of praise due to him. He is fairly shrewd in his desires. And there's nothing impracticable in his having an inventory with three different sets of figures in three columns relatively to three different requirements. I'm not advising it; I'm not saying it would be the happiest conceivable presentment to an insurance office. But it could be done.

NEW PRICES.

He clearly envisages an installation after a fire all of whose components shall be new. He seems to think he is insuring to secure this. He is not. But he might be. Any printer can to-day do what a few years ago he could not do (or could only do by some quite special arrangement). The printer can now easily insure in one policy for a sufficient sum to re-equip himself with a plant entirely new and for enough to meet the cost of positioning and fixing up the plant and its power gear and to get it quite ready to start and function as it was functioning before the fire. If he wants to do this, and asks the valuer what capital sum he will need for

quite new plant, following a complete burn-out, the valuer will tell him what this sum proves to be—he will tell him in detail machine by machine, type fount by type fount. He will name the net new price in each case, allowance being made for spot cash being paid, since no insurance company ever needs extended credit terms; allowance being also made for the simultaneous buying of perhaps half a dozen or a dozen machines of the same make and size, from the same maker, for replacement of machines in the existing plant which were bought probably at different times. He will probably set down in a parallel column the fair insurable values of the same machines, type founts, etc. It is a frequent experience that the printer desires both these columns. What I am concerned to make clear is that there can ordinarily be no blending of these two distinct figurings. Even if the valuation were one of a plant which had been equipped but a few months, it would still be undoubtedly impossible for the one column to serve throughout the schedule. After a year it would be manifestly impossible.

* * * *

Nearly two years ago I read a paper on "Machinery Valuation" in the then quite new fine headquarters in Lincoln's Inn Fields, in London, of the Auctioneers' and Estate Agents' Institute. There had, I think, been no paper on machinery valuation read to the Institute for a good many years. I quoted then words of a Manchester Printers' Policy, which seemed to come freshly to my listeners: "It is hereby declared and agreed that the basis of settlement in respect of any loss under the first item of this insurance" (which included machinery, motors, dynamos, etc.) "shall be the cost of rebuilding or replacing the property destroyed or damaged by property of the same kind or type, but not superior or more extensive than such property *when new*." (The italics are mine.)

A REFORM IN TWO STAGES.

When fire offices decided to let firms of sufficiently good standing insure for higher than the depreciated value of plant, they at first insisted that there should be two policies for the same plant, one to cover the insurable, depreciated values, and the other to cover the difference between the insurable values and the new prices. A printer, with a plant of average twelve years age and worth in its depreciated state, say, £20,000, could insure it at £20,000, and could insure in a separate policy for, say, £7,500 if it was deemed that another £7,500 would suffice to duplicate the equipment with entirely new items throughout. There was some disadvantage in this working with two policies. The £20,000 plant might sink to be worth only £16,000. If the supply market remained practically steady, the printer would still need £27,500 to buy a duplicate plant all new. But he could only obtain from the Fire Office £16,000 + £7,500, or £23,500. To provide against this unfortunate position, fire offices will now give in such a case a policy for £27,500, and on the printers' reinstating the plant with a duplicate equipment all new they will meet the costs to that extent.

If he has no independent valuer's certificate, it is, of course, incumbent on him to prove that his

depreciated plant was fairly worth £20,000, and that it could not be reconstituted at the time of the fire for less than £27,500. The inventory and certificate of a valuer of repute attesting both those points would save him from this trouble. The

ONUS OF PROOF WOULD BE TRANSFERRED

from from him to the Fire Office; it would be for them to prove that the disinterested testimony was unreliable, and fire offices would not willingly engage in that endeavour. Their witnesses, however sound in knowledge and repute, would not have seen the plant which the burnt-out printers' valuer had seen and had examined in detail. They would be at a great disadvantage, and the fire offices would hardly expect them to score.

* * * *

Back now to my starting point, *i.e.*, to the printer who simply wants to know *the* value; he simply wants to be told the sum that will reconstitute his plant new, will be the fair insurable value, and will also enable him to name with confidence, on the authority of the independent valuer, the sum which Jno. Jones, a competitor, printer, or Thomas Mallet, a printers' broker, must pay him, and, being pressed, will pay him, for any machine which it is necessary to get rid of.

These three values which many a printer seems to think of as being the same are obviously different. The most important value, the one most commonly under consideration, is the second of these three, the insurable value. Your insurance policy is not a bet which the company hopes it may win, and which you hope you may win. Your insurance policy is a definite contract—

A CONTRACT OF INDEMNITY.

It is an engagement to give you in money or in kind an equivalent in material, or in serviceableness, to the thing that has been destroyed, provided that you have paid adequate premiums. Theoretically you will get under this indemnity exactly what you lost—an article, or the means of buying an article, no whit better and no whit worse than the article destroyed by fire. If the salvage has any demonstrable value, you will get the money equivalent less the value of that salvage.

The Fire Manager of a large leading office once said to me: "It annoys me when a man says, 'I admit you fire people tried to be fair, but all the same, I'm five thousand pounds a loser by my fire.' I say to him, 'Why? If you had known the value of your plant, and had insured for that amount, we would have given you that amount, or would have re-established that plant.' Fire settlement," he added, "ought to be the easiest thing in the world."

But, of course, care is wanted. Remember for one thing that each clause in a policy is a separate contract. If you have insured your case department for six thousand pounds when five thousand would have been plenty, you cannot *after* a fire transfer that superfluous one thousand pounds to a department in which you have possibly been under-insured by, say, two thousand pounds.

"WE MUST NOT PAY WHAT WE WOULD."

Sometimes a fire office cannot pay out enough to meet the full settlement loss, although enough to cover that loss has been paid in premiums. They cannot do what they would like to do because of the wrongful allocation, or possibly from some other cause. After all, they are trustees of their premium payers' funds. They ought not to throw about amounts built up out of premiums (and of

the interest carried by the accumulated premiums). They can only meet lawful claims.

Upon the necessity to make correct allocation of plant in the various sections of a fire policy, let me quote one small experience of my own. An engraver had a fire damaging goods to the extent of six hundred pounds. "Your man is coming very badly out of the fire," said the fire assessor to me. "He is only insured for about £150 under 'movable goods,' and it is his movable goods that are injured, and injured, I have no doubt, to a very much larger amount than £150. I concede that £150 straightaway, but that is all he can claim." I said, "No, he has an adequate insurance for 'machinery and fixtures.' His *machines* are injured." "But," said the assessor, "I have seen his *machines*—those platens so-called." I said, "I am claiming practically nothing on those platens; the fire scarcely reached them. The distinctive machine of a photo-engraver is not his platen, which just proofs his product, but is his camera." "But I could lift off the camera, and the engraved screens which are injured could go into a Gladstone bag; they are all movable." "His camera," I said, "is always in one position, firmly on the ground; it is his distinctive machine, and the engraved cross-line screens, like his lenses and prisms, have no function at all save when they are placed in the camera for an exposure. And the coloured glasses, called optical flats, have their function in the camera, and there only; they are brought to it and taken away." He accepted this, and transferred the claim at once from the "movable goods" to the "machinery" section, and a damage of about £600 was met by an allowance of about £550. Considering the extraordinary looseness of the phrasing and the bad drawing of the policy, it was a good settlement. In the policy there was not the slightest mention of such a thing as a camera or lens or prism, or anything at all indicative of its being a photo-engraver's plant. The machinery-section words were simply "Machinery, including motors," as if a "motor" was the distinctive machine of a photo-engraving plant.

It is very advisable to have the help of an insurance broker. These brokers commonly make no charge to the printer. They handle the insurance as well as advise upon it, and they are paid by the commission allowed by the fire office. This may not seem ideal, but it seems to work well in practice. The insured does not pay more because of employing the broker, and he is sure that a great deal of experience is brought to bear upon his case.

Recently a large printer with whose plant I had been concerned as valuer, and who incidentally was an insurance agent, and had been receiving an important fire office commission rebatement annually for, I believe, a good many years, decided henceforth to sacrifice this commission, and, in lieu of its receipt, to have the advantage of the advice and constant oversight of a firm of insurance brokers to whom I introduced him. I feel sure he made a wise decision.

The broker commonly brings to mind a good many of the things which tend to be overlooked. For instance, if premises are burned, they cannot be re-planned and re-built without the services of an architect. The Tower of Babel was possibly built without an architect; in that case there was confusion. The architect's fees can be provided for in the insurance, and should be. Again, very few printers, by my observation, "at their own mere motion," as lawyers say, have bethought them-

selves of protecting or, as Americans say, "taking care of" their work dockets. You may see ten thousand of these in large envelopes. The sectionalised ruling upon the envelope face provides possibly for answers to twenty to thirty questions. A vast amount of information is furnished by the envelopes and their contents, yet when they number many thousand they are commonly left to the tender mercies of the flames or of water, with no specific provision made for an insurance set-off against the loss which their destruction would mean.

* * * *

"THIS MACHINE OWES ME NOTHING."

The printer whom at the outset I have imagined speaking has desired to have such a value set down against each item, as by itself it might virtually serve to assure him of the sum which he could obtain for that machine if he one day finds he must get rid of it. Quite recently an experienced printer said to me, "We have once or twice parted with one or two machines, and have actually obtained for them a little more than we had valued them at, which shows that our own valuation was right."

Surely it showed that their own valuation was wrong, in so far as he was relying upon it as a record of insurable values.

Often a prosperous firm is practically as much compelled to part with a certain machine as if it were in need of money. It badly wants the place or it badly needs the mechanical means of accomplishing a certain result in a certain time, which can only be done by putting out the old machine and substituting one of superior power. This is hardly a case of willing buyer and willing seller. It is hardly even a case in which auction standard can apply, if indeed there is such a thing as auction standard. The printer can't wait for an auction; out it must go.

Is it sensible to value your plant by such a chance-disposal standard and adopt that as your insurance-value standard? Yet in some cases it seems to be done.

A CURIOUS AMERICAN APPRAISAL.

But sound valuation will not blunder at the other end. It will not over-rate the value of the machine that continues to function in some sort. And here a little episode in my American valuation experience seems to fit in. I went to New York last year in pursuance of instructions by a very eminent Wall Street attorney, son of a former American Ambassador in London who in his day had himself been head of the firm. I had to report upon the premises, the plant and the goodwill of a great engineering concern in this country, well known in the printing world. The machine tools presented a great variety of items, and, mostly, expensive. A milling (multiple planing) machine of the oldest type might cost a few thousand pounds.

Among hundreds of machines, however, in this works there were perhaps a score which, though still operating, were, as I and my helpers concluded, really uneconomic and worn out. As they had given perhaps an average of twenty years' hard service, I regarded the fact that they might cost new an average of four to five hundred pounds as being irrelevant. They were worn out. They ought to be put out, and soon would be, and, although I was not valuing for the present owners of the plant, but for an outgoing shareholder, I put them at "scrap"; at about £25 to £30 each.

Now this firm had large works in America as well as in London. In America some engineers valued its plant for the same outgoing shareholder, and there also they found that some of the machines were old and inefficient.

There was a searching examination by attorneys—members of the firm of which Mr. Davis, Democratic candidate in the last Presidential election, and himself United States Ambassador in London, is the head. The cross-examining attorneys naturally made much of the fact that the American valuers had put a value of about 3,750 dollars upon a machine (or more strictly a machine tool) which had been worked by the firm for about twenty-seven years, which only cost 3,000 dollars originally, and for which they had latterly in vain tried to find anyone who would give them 150 dollars.

The opposing notions of sound valuing, British and American, afforded a curious contrast. It was in violent opposition to what one would ordinarily expect; it did not fit in with the general idea that American firms are always ready to reckon a machine as of no value directly you can find a better for the same purpose.

In justice to myself, I ought to add that, although these old machine tools were put low, the outgoing shareholder was handsomely rewarded in the settlement for his enterprise in ordering the valuation. He and his eminent attorney gave every evidence of satisfaction with the result of the case, and, that being so, no terribly sinister significance need be read into the fact that the engineering firm itself said after the decision: "You were called against us, but we recognise that your's was a fair report. Come and see us and go over our works."

An experienced accountant, secretary of one of our largest master printers' associations, said to me after I had by invitation addressed their members on valuation: "There are really three values. There is your value for insurance, there is your value for income tax, and there is your value for your balance sheet, which can be anything you like if it is a private company, and so long as you do not put down a figure in excess of the real value." He meant, what is, of course, obviously true, that your balance sheet figure was in no sense a legal admission that your value was not greater.

I might say that incidentally he had considerable experience of buildings built upon piles because of bad foundations, and he knew that the valuation for insurance might, with safety, in some such cases be less than the sum actually expended upon the building, as it would not be necessary to insure the piles, for the fire would hardly reach down to them.

To take up his point about income tax, It would be helpful if I recall the ordinary procedure of the Inland Revenue Authorities.

In making up the income tax assessment on a firm, the profit shown by the profit and loss account is taken by the officials as the basis, but one of the first figures added on to the profit, for their income tax purposes, is the amount of depreciation written off the balance sheet figure of plant. There will also be added back any plant purchases which may have been written off against profit direct.

The figure on which income tax allowance for depreciation at the rate sanctioned by the authorities (which rate is generally less than the firm will in practice write off themselves) is calculated, may be arrived at as follows:—

	£
Amount of capital expenditure on plant say	19,000
Add renewal of plant charged in P.L.A/c as repairs say	150
	19,150
Depreciation at, say, 10 per cent.	1,915
Balance for Income Tax purposes for next year	17,235
Add renewals of plant charged against profits as repairs say	900
	18,135
Depreciation allowed for Income Tax purposes for following year at rate of, say, 10 per cent.	1,813
Balance of plant forward for Income Tax purposes	16,322

Now let us take the figure as it might appear in this firm's balance sheet:—

	£
Amount of capital expenditure on plant say	19,000
Renewals charged direct to P.L.A/c, say	£150
Depreciation charged against Profit and Loss Account at, say, 15 per cent.	2,850
Amount appearing in first Balance Sheet ...	16,150
Renewals charged in firm's second year direct against profits as repairs, say, £900.	
Depreciation charged against the second year's Profit and Loss Account of the firm at, say, 15 per cent.	2,423
Amount of plant appearing in firm's second Balance Sheet	13,727

You notice how rapidly the balance sheet figure diverges from the income tax figure.

In the first year also the profits shown by the firm's profit and loss account would be increased for income tax purposes by £150 and £2,850, while only a deduction of, say, £1,915 would be allowed.

You will also notice that the plant value for income tax purposes is the amount actually expended on plant, less the amount of depreciation allowed at the rate sanctioned by the income tax authorities, which, of course, does not take into account any market value variations, so that the depreciation allowed only provides for the replacement of the money actually expended, and not for the replacement of the actual machine where such machine has appreciated in value. That is the income tax assessor's traditional view of his duty.

In my illustration 10 per cent. as an easy figure is suggested as the inspector's allowance. In the printing world his practice is not so generous. He allows 10 per cent. off type, $7\frac{1}{2}$ per cent. off machinery, and 5 per cent. off engines, boilers, shafting and fixtures. He allowed half as much again in each case during war time. In paper mills, where the plant values are often very large, the Inland Revenue has approved 5 per cent. depreciation allowance on machinery working in day-time only, and $7\frac{1}{2}$ per cent. on machinery working day and night. On motor vans 20 per cent. is allowed.

An inspector of taxes is after all a man and a brother. He, too, wants his carrying-out of the law to accord with what Lord Esher (once Master of the Rolls) declared that the law of England was—a persistent and in the main a successful effort to reach and to express common sense.

A common-sense inspector said to me: "Why don't those who think they have a just grievance

come and see me, and bring their books and papers? . . . I don't want the Government to rob them. I only want to prevent their robbing other taxpayers. The money's got to come from somewhere."

It has happened at times—perhaps through some sudden death or some sudden incoming into a business of a new owner unversed in the trade, or some other cause—that there has been an income-tax plant assessment on pure guesswork, or even one known to be wrong; the assessment was to be corrected later, but has never received that correction. In such a case this common-sense inspector has worked his way patiently back through six, seven, eight or more years to the beginning of the dark tunnel—to where there was some light, some firm, some "common ground." "Your plant clearly was worth £9,560 at that date. Now let's see what additions and deletions have been recorded since then."

Again, this inspector is no hide-bound pedant in his view as to what are admissible as repairs. Because a linotype or monotype is plant, it doesn't follow to his mind that purchases of their accessory matrices must be quite in the same category. Matrices are comparatively quickly used up. In general he will consider the functioning as well as the names of things in deciding whether they are "repairs and renewals" or are of the machine class.

This common-sense inspector of taxes said to me one day: "People declare that we inspectors are hide bound by rules and regulations. The fact is that we are left with but little guidance. It adds to our difficulty that each of us is more or less to be a law to himself—it almost comes to that. But if this adds to our difficulty it adds to our opportunity to do the really fair thing by the aggrieved taxpayer, if he'll only come to us sometimes and be frank with us."

I forgot to tell you the name of this common-sense inspector—his name is Legion.

This having been a very dry section you are entitled to a moment's refreshment, which I will provide by telling you, on the authority of The Financial Times, that one man managed to secure from the Inland Revenue a large refund of Income Tax which he had never paid.

SPECIAL OBSOLESCENCE ALLOWANCE.

The valuer sometimes finds that printers are not always aware of Income Tax concessions to which they are entitled. I recently found that a certain composing machine (not a lino nor a mono) had unquestionably a persisting value of say £260. (I am not quoting the exact figures.) A machine of another kind, and considerably more costly, was the subject of discussion, and the salesman to clinch the deal said that though he did not want to take out this older and rival machine he would yet allow £125 for it. The printer accepted the offer. He was fully entitled as a statutory right to make a deduction from his profits before paying Income Tax in respect of the special obsolescence from which he now suffered, *i.e.*, he was entitled to set down the figure that he paid for this machine, then to deduct the depreciation which had year by year been agreed with the Income Tax authorities, from the diminishing values, and to see by how much the resultant figure was in excess of the amount allowed by the salesman of the substituted and the better machine.

FIRE SETTLEMENTS.

Are fire offices fair in their general attitude when fires have occurred?

I have heard of one ugly manifestation in our craft. A much-respected printing firm sustained a bad fire many years ago. After the assessor for the fire office had sworn by all that was blue that he had gone to the uttermost, he was fool enough to say to the printers' general manager over a glass of wine: "If your people had stuck out a bit more, they'd have got another thousand out of us." The manager felt he could throw the wine over him.

In at least five of the fires in plants I have valued I have not been called upon at all for any support of the inventory and certificate. One of these was an entire burn-out of a large lithographic plant. Another, a complete burn-out, was a case of arson, and the payment was by the authorities. They approached another valuer of high repute with a view to reduction of the claim, and I understood I was to be called upon to defend my figures, but I never received such a summons. The burnt-out printer is now housed in better premises and, I believe, doing well. Other fires where I was troubled to attend or even to write in support of my certificates were curiously interesting. One occurred on the premises of a daily paper. As a rule, no doubt, the valuer does come on the scene when plant he has valued has been visited by fire. In the various cases in which that has happened in my own experience, justice, common sense and courtesy have seemed to me to mark the attitude of the fire office. One man was disappointed by their attitude; that was a case of a

very valuable collection being burnt on printing premises. He was insured as one of the printers; he also had a special insurance upon it, in which it was regarded as having a higher value than that at which he had insured it jointly with others who did not seem to estimate it quite so highly as himself. Not a bad case for disputation; and not perhaps carrying any very clear lesson for others.

Rather to my surprise, one large firm in the printing has secured a "valued policy" where I had valued. I have regarded a valued policy—i.e., one in which an amount is definitely agreed as the value not to be disputed nor subject to rebate in case of total destruction—as unsuited to an organic constantly-changing machinery property. But one large firm has made my inventory the basis of a one-year valued policy, and nothing would be deducted for wear and tear in that year in respect of any value set down in the inventory, though eleven months' wear might have expired. The proposal is for the arrangement to be renewed year by year. Annual revisions of valuation with fresh issue of certificates become more general, and are probably much less costly than some had supposed they would be.

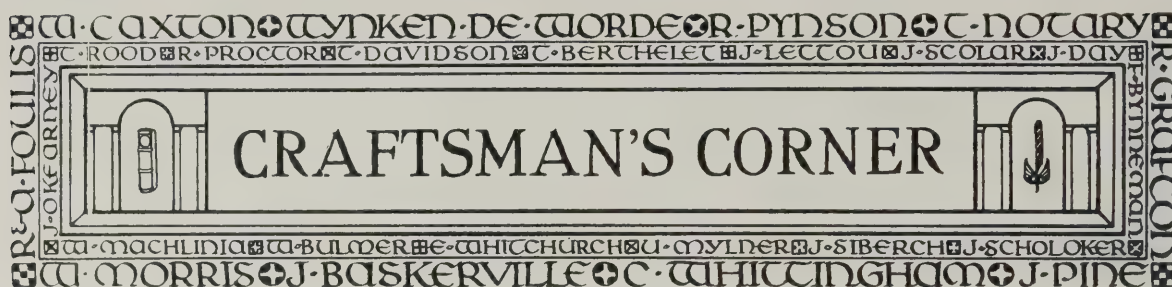
As to cost of this service, it is obvious that a reasonable percentage fee is often the only possible way of charging. The larger the figure, the higher the percentage, of course; and this makes some nervous. It might re-assure them if they would reflect that a valuer must always be prepared to stand cross-examination upon his figures. If he would lend himself to the dishonesty of setting down values for personal gain, he would be a rogue, but quite as definitely he would be a fool.

Death of Max Levy

THE news has just reached us from America that Mr. Max Levy, the well-known pioneer manufacturer of halftone screens, died on Saturday, July 31, from heart failure. Thus passes the third of the three famous brothers who have done so much for the development of photo-engraving from the earliest days of its inception. Max Levy was the best known of the family through the reputation he built up for his screens. He was born in Detroit, March 9, 1857. After leaving public schools he studied architecture, but was drawn into photo-engraving by his eldest brother Louis as a draughtsman. When the Levy halftone screen was patented in 1891 Max became of most valuable service to his brother Louis in drawing the plans and designing the intricate machinery required in manufacturing the screens; the acid-blast etching machine, the etch-powdering machine, and the special screen cameras. Screen making was started in Sixth Street, Philadelphia, in 1890; it was moved to Race Street in 1892, and in October, 1902, was moved to the model office and factory building in the suburb of Germantown, designed and built by Mr. Max Levy, who succeeded in introducing the Levy screen into every land where halftones are used, either for relief plate, planographic or rotogravure printing. He received many medals for his contributions to the progress of photo-engraving: The John Scott and Royal Cornwall Polytechnic Medals; gold medals at Chicago, 1893; Paris, 1900; Buffalo, 1901; St. Louis, 1904; San Francisco, 1915. He retired from business just before the war, and was

in Germany on holiday when the declaration of war was made, but managed to get to England in time. During his retirement his inventive mind was always at work on some problem or other, and in 1917 he patented the Haemocytometer (blood-counting chamber), which was adopted by the American Army and the leading medical institutions. For this he was awarded the Edward Longstreet medal at the Franklin Institute in 1918. Mr. Levy contributed much to the photographic and printing trade journals, and in his retirement made a hobby of painting, in which he showed undoubted talent. Mr. Louis Levy, who died in 1919, was working in photo-mechanical processes as early as 1869, and experimented in screen-making from 1875. Mr. Joseph Levy, who died in 1915, devoted his attention to the improvement of the halftone camera. The business founded by the three brothers is continued by Howard S. Levy and Lionel F. Levy, sons of Louis E. Levy, under the titles of the Repro Art Machinery Co. and Max Levy & Co.

THE death of Sir Howard Spicer, the managing director and deputy-chairman of Spicers, Ltd., came as a great surprise to all who knew him and a tremendous shock to his friends. He was in the prime of life, and carried a number of business responsibilities in addition to his position at Spicers, including a directorship of United Newspapers, Ltd. He had suffered from insomnia for the past few months, and in a letter left to the coroner said he felt his brain going.



Devoted to plain, homely talks about Letterpress Printing. Design, layout, type, composition, illustration, paper and ink, will all receive attention as occasion demands; and Specimens sent in for Review which contain features of special merit or interest will be reproduced in these columns.

CONDUCTED BY H. B. NAYLOR.

WE are told "Paper is part of the picture," that "Your story in picture leaves nothing untold," and "Good typography commands attention"; but unless the *copy* wins through, this happy trio may collapse like a sand-built castle—in other words, they will fail in their object, which is to effect sales.

It should be generally understood that advertising literature, in order to be considered successful, should

- (1) Attract attention.
- (2) Excite interest.
- (3) Create desire.
- (4) Impel action.

And to achieve all this certain things have to be taken into consideration. Let us examine these four points.

(1) *Attract attention.*—This should be accomplished by pleasant general effect of the production concerned. First impressions count; therefore, the short crisp title, the illustration that conveys its meaning at a glance, typographic arrangement which is restful whilst at the same time it "awakens" the reader—the harmonious whole with an attraction in it is the first step.

Most eyes are attracted by beauty, in whatever form it appears; but the printed message has to do more than this—it must attract that section of the community for which it has been specially prepared. A good booklet concerning motor cars may attract a £2-per-week labourer, and by its pleasing effects and the story it contains engender in him a kindlier feeling towards motor cars in general: this might be termed propaganda or publicity work, by getting people not necessarily buyers to talk and think about such goods, and so help to popularise them in the mind of the general public. But to the prospective buyer of a motor car the booklet cover should be sufficiently alluring to hold his attention until he is ready to get on to the next stage.

Whilst attraction value may be even more important in an advertisement as apart from booklet or brochure, because it appears in competition with other advertisements at the same time, the advertisement for a motor-car is more likely to prepare the way for a booklet or other agent than to sell direct, and consequently receives different treatment. In this way advertisements start the ball rolling by letting people know there is a certain

class of article on the market. (In the direct mail business the advertisement has to do all the work, and must be handled accordingly.)

Very few advertisers rely solely upon illustration for a booklet cover, realising that one, two, or at most three words are necessary, yet generally sufficient, to stir the brain into activity; and whilst it may not be necessarily beautiful, in the full sense of the word, it may be assertive, even aggressive, provided ugliness is avoided, because ugliness repels—it creates a bad impression, which is the wrong sort of introduction to seek. This brings us to our second stage.

(2) *Excite interest.*—To do this your booklet cover must be prepared and phrased to suit the type of individual with whom it is hoped to do business. It must appeal to the intelligence of the prospective buyer, and not necessarily be phrased to meet the views of everyone who may happen to get hold of a copy. For instance, a motorist will understand the meaning of "14-40 Vauxhall," though it may be absolutely meaningless to the man in the street, whose chief interest in cars is to dodge being run over by them.

When the house agent is asked to announce a house for sale, he does not put on his board, "I have a house for sale," because he realises it would be a waste of good paint and more costly, and he can get more directly to his point by announcing "For sale."

Many concerns feel it is wrong to omit their name and address from the cover; they think an explanatory subhead is necessary, or an elaborate illustration indispensable.

You may excite interest by using the firm's name only on cover, though it should be borne in mind it is the quality and standard of the goods which "makes" the name; a firm wins a reputation for producing a certain class of goods, and the appearance of their name in connection therewith acts as a form of guarantee. Whilst one could not justly say a cover sub-title is absolutely unnecessary without some data to go on, yet the less a cover has on it the quicker it gets to the point, and the nearer it will be in accomplishing its purpose of exciting interest.

We have instances where the name of the goods only might be considered sufficient; to wit: Sun-ripe Cigarettes, Glaxo, Ovaltine, Koh-I-Noor Pencils, 4711 Eau de Cologne, Onoto Pens, etc.

Alternatively we find Chivers' Jellies, Dunlop Tyres, Scholl's Foot Easers, Wrigley's Spearmint,

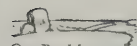
FURNISHING and DECORATION



*A Modern
Bedroom*

If you would like to see something more than beautiful furniture... if you would like to discover a service which will help you to make your Home all that you have always wanted it to be—we invite you to visit our Galleries.

Those who prefer to see expressed in their rooms the spirit of the present age—in terms of beauty—rather than the echo of the traditions of the past, will find in these Galleries the service they need.


Our Booklet
"The
Golden Milestone"

will be gladly sent on request; it is full of practical suggestions and is quite different from any other book about furnishing and decoration.

TROLLOPE & SONS

(BRANCH OF TROLLOPE & COLLS LTD.)

Artists in Decoration since A.D. 1778

WEST HALKIN STREET GALLERIES, BELGRAVE SQUARE, S.W.1

(3 minutes from Hyde Park Corner or Knightsbridge)

Barclay's Lager, Murray's Mellow Smoking Mixture, Wills's Gold Flake Cigarettes—in such cases the firm's name and the goods are inseparable.

Say a booklet "crossed your path" with only the word "Pears" on the cover, would you associate it with soap or canned fruit? Does Boots' suggest a chemist or footwear? Will Swan remind you of Bryant & May, or Mabie, Todd & Co.?

When we see the sign Bass we seldom think of fish; but Ever-Ready is the trade mark for electric batteries, pencils, razors, and a host of other things. The huge sign B P always suggests British Petrol, but White Label represents whisky and cigarettes. Hovis is never associated with anything but bread, but Koh-I-Noor may be a toothbrush or a pencil.

Then we have slogans which are associated with the firm's name, with the goods only, or a combination of all three: "Boots, the Chemists," "Fit Dunlop and be satisfied," "Get it at Harrods," "Glaxo—builds bonnie babies," "K shoes—faithful to the last," "Nestlé's milk—richest in cream," "Friday night is Amami night," "If it's Truman's it is Beer," "Bass—a good word for everybody," "Win health, win strength, Wincarnis," etc.

These "brain waves" have a direct bearing in exciting the interest; and by carefully scanning the foregoing signs or slogans it will be seen that, good as they are, some are not nearly so direct in their meaning, and almost require further qualification. In a shop window recently I saw "Etam Silk Stockings," and, foolishly maybe, it at once occurred to me that people do not *eat* stockings,

they wear them. My mind, or train of thought, was at once distracted by the name because it seemed inappropriate. There is no doubt a good explanation for the word Etam, and this illustration is merely quoted to show how *easily* the mind can be diverted into the wrong channel. (They were ladies' stockings, by the way, and perhaps that is why the name conveyed so little to my untutored mind.)

Having excited the interest, it is then the turn of the copy to get to work.

(3) *Create desire.*—It cannot be too strongly emphasised that to create desire the copy should be complete for the purpose for which it is intended, and yet be not too overcrowded, too overwhelming, or seeking after the desire to tell too much. One or two main points plainly and pleasantly stated are much more effective than a dozen points so crowded in and in such phraseology that few will take the trouble to wade through all you have to say.

A couple of examples will help to illustrate my meaning.

Example 65 (Trollope & Sons) is an advertisement intended to create desire. Trollope & Sons want to get into touch with you rather than that they expect to sell much direct from an advertisement of this description. They say:—

"If you would like to see something more than beautiful furniture, . . . if you would like to discover a service that will help you to make your home all that you have always wanted it to be—we invite you to visit our Galleries."

This constitutes an offer of help and advice on the lines along which the *buyer* wants to travel—or, rather, that is the inference—not merely an offer to help in the selection of beautiful furniture, a bait to which a good many people will fall.

"Those who prefer to see expressed in their rooms the spirit of the present age—in terms of beauty—rather than the echo of the traditions of the past, will find in these Galleries the service they need."

A rather subtle paragraph, by no means depreciating antique or imitation period furniture, but rather *suggesting* individuality and refinement as expressed by the connoisseur who lives in the present.

In the bottom left-hand corner is an offer to send a booklet, "The Golden Milestone," full of practical suggestions, and quite different from any other book about furnishing and decoration. Trollope & Sons are reasonable in supposing that a large percentage of the inquiries received would be as the result of created desire.

Observe the freedom from restraint in the layout—nothing very definite—everything suggestive. Nothing to offend the susceptibilities of the buyer of good furniture, whatever opinions he may hold.

Example 66 (Bowman Biltmore Hotel) expresses quite a different note. Here one buys service instead of goods. Convenience and service have been featured as the items which contribute towards a satisfactory visit to New York:—

"At the very doorway of New York and a centre of its brilliant life. The Biltmore

Comfort

**HOTEL BILTMORE
NEW YORK**

At the very doorway of New York and a centre of its brilliant life. The Biltmore Hotel, with its superb service, is the place where you can find the most perfect personal service ever maintained by any hotel for the comfort and pleasure of its guests.

—only more so!

America understands English

Where "sidewalk" means "pavement" and a taxi is a "street-car"—"comfort" still means comfort—only more so! America, famous for her Hotel Service, owes this great reputation mainly to the Bowman Biltmore chain of magnificent Hotels.

Each Biltmore Hotel is a temple erected to the perfect reception and entertainment of travellers. Magnificence is a background for the most perfect personal service ever maintained by any hotel for the comfort and pleasure of its guests.

In the main cities of America, close to their social centres, you find Bowman Biltmore Hotels. Wherever they are, you can make your reservations with full confidence in perfect hospitality—hallmarks that are the longest in the world, down to the minutest details of day and night service. When you stay at a Bowman Biltmore Hotel, whatever you pay, you cannot better the service. And only at other Bowman Biltmore Hotels can you find its equal.

**In the USA always stay
at a
BOWMAN BILTMORE
HOTEL**

JOHN M'ENTEE BOWMAN—PRESIDENT

FREE TRAVEL-SERVICE IN LONDON & PARIS

Let the Bowman Biltmore Travel Bureau, 15 H. Street, London, or 1, Rue de la Paix, Paris, help you plan your trip, make your reservations for you in train, steamer, and hotel, and generally answer all your questions and responsibilities. Write for illustrated brochure at . . .

EXAMPLE 66.

and Palm Court and Cascades are the setting for the great events of the social season. And its thousand rooms, each with a private bath, ensure perfect comfort for every guest."

The inference here that you are right in the heart of social New York—right on the spot where the city's most important functions are held, and where the sights are to be seen—encourages desire.

"Each Biltmore Hotel is a temple erected to the perfect reception and entertainment of travellers. Magnificence is a background for the most perfect personal service ever maintained by any hotel for the pleasure and comfort of its guests."

Here one is told that, despite its magnificent entourage, this is eclipsed by the personal service maintained for its guest (at a price). Such accommodation is the desire of most travellers.

"Let the Bowman Biltmore Travel Bureau . . . help you plan your trip, make your reservations for you in train, steamship, and hotel, and generally relieve you of all worry and responsibility. Write for illustrated brochure or call personally."

For this personal service there is, apparently, no charge—not direct, that is. The London or Paris office will make all arrangements for your trip, and ensure you comfort right through, provided your destination is the Hotel Biltmore, New York.

The invitation to write for illustrated brochure sounds far better than "Terms on application" or "Write for tariff."

This American advertisement appeared in an English newspaper last month, and is rather unusual in its treatment, its "picture in words" far exceeding in attractiveness the line drawing of the hotel. But to the stranger about to visit America it is the type of advertisement which creates desire, and should succeed admirably.

There are many other types of advertisement which create desire, and I propose to mention only one from among a series issued by the Gas Light and Coke Company—there is no necessity to reproduce it.

It deals with the hot water problem in connection with the home. No illustration, just a smallish decorative border to enclose the little chat—it could be used equally as well for a circular as for an advertisement—and it portrays the difficulties in the ordinary house where there are no efficient arrangements for the supply of hot water. Issued during the month of July, it says: "Now is the time to make your home 'replete with every comfort,' before winter comes," and offers to send along a representative with free expert advice at the householder's pleasure. Depending entirely on copy, this is an excellent advertising scheme, because first they sow the seed of discontent with present conditions, and then try to make it as easy as possible for you to replace it with an efficient hot water service.

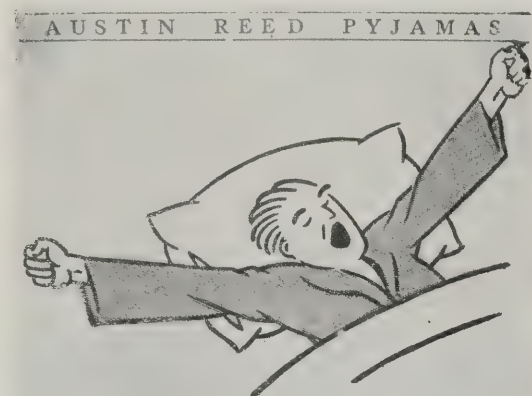
Desire once created and contact obtained, brings us to the fourth point of our little chat.

(4) *Impel action.*—There is not the slightest doubt that personal contact with a prospect is the best way of doing this; but it is not always possible to conduct sales in this manner, neither does it come

within our province now, as we are only dealing with the printed word.

To impel action the copy must definitely suggest that the reader performs some task which should result in a sale.

Example 67 (Pyjamas) invites action. The illustration lures and is suggestive of the small talk. The main text speaks for itself—each sentence is a point rammed home. All the necessary details, including addresses where purchases may be made, are there; but no mention is made about sizes. In other words, here are the general details: go and make your own selection. Austin Reed, Ltd., are gentlemen's outfitters, and they issue a range



PYJAMAS

—a suit and a spare
for a pound

A suit in use

A suit in reserve

Each different in colour

Both cut from the same sympathetic-to-sleep material

Both roomily tailored to fit generously and well.

And the two suits for £1.

We wanted to produce pyjamas that were good for comfort, good for sleep, good for wear . . . yet really low in cost.

We have done so by producing them in large quantities.

And they are just ready in time for your holiday needs—so that even in your holiday sleep you may "dress the part."

A soft silken-finish material in Sky, Apricot, Mauve and Rose. **10/6 per suit**
Sizes 36 to 44 inches. **Two suits for £1**

AUSTIN REED
MEN'S WEAR STYLISTS **LTD**

CITY: 13 Fenchurch Street 5 St. Mary Axe 157a Cheapside 77 Cheapside
+ 21/22 Walbrook (corner of Cannon St.)
CENTRAL: Shell Corner, Kingsway 189 Strand
WEST-END: 113 Regent St. 33 Oxford St. 24 Coventry St. 135 Victoria St.
Also at Birmingham, Manchester, Liverpool, Leeds, Sheffield, Bristol & Preston

"The Shops that sell Summits"

OF THE NATURE OF SLEEP

of booklets on their various lines, most attractively produced, yet they say nothing about them, because they want to get you into their shop on a single item and test their claims. A pound for two pyjama suits for the holidays—what a natural acquisition; but when you see the tempting display in their shops, you may "exceed the limit." This is all in the background, however; if you want pyjamas, get them at Austin Reed's. This is action.

Example 68 (Kensitas Cigarettes) invites you to do something that means a sale. "Light one, sir. Smoke it through. And then tell me, sir, whether the flavour and fragrance of a Kensitas aren't worth all the cigarette cards and cork tips in the whole world."

To put this invitation to the test you must buy—direct action in its plainest meaning.

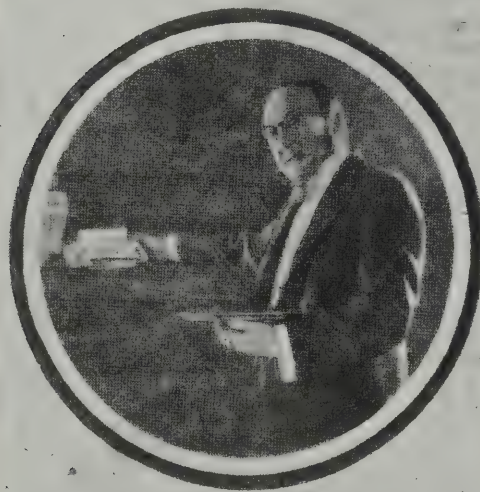
Example 69 (The Lodge Standard Plug) is informative about an article in universal use among motorists. It tells you that, by sending a post-card, a folder will be forwarded showing the correct pattern of Lodge plug for any make of motor-car. But the advertisement really does more than this, because to many motorists this information is sufficient without the pattern card, for they now

know they can draw up outside any decent store and straightaway be supplied from stock. (I believe this company only supplies wholesale, hence my deduction.) This is action in prospect—as it may be carried out at any time, and does not depend on *immediate* action to create a sale. It takes the form of a useful mental note, that next time the motorist is considering the renewal of his plug, he will remember there is a Lodge Plug to fit any kind of engine.

Another advertisement (which need not be reproduced here) which is worth mentioning appears for Shell Motor Oil, wherein are mentioned the grades of oil suitable for various types of cars, the makes of cars also being specified. This suggests the elimination of experiment—a boon to the driver—and is more likely to effect sales than where a general talk only was indulged in.

It is evident from these illustrations that the copy, whilst being simple and to the point, must be complete for the purpose intended. Short words, short sentences, short paragraphs, are the most easily read. Too much copy and too many details are likely to so overwhelm the prospect that in his endeavour to appreciate the fine points of the advertiser's wares he is apt to forget his own requirements. To leave him in the state of saying, "Ah, that's just what I want," "I must get that," is the purpose of advertising in any form.

Copy with a direct appeal in it talks more about the buyer than the seller. It is not so much "I have a good toothbrush for sale" as "You must use a good toothbrush." Take a mental look round your friends and acquaintances, and ask yourself to whom you would give preference—to the one who is always pouring out his troubles into your ears and thinks no one else has any—or



"Light one, Sir. Smoke it through.
And then tell me, Sir, whether the
flavour and fragrance of a Kensitas
aren't worth all the cigarette cards
and cork tips in the whole world!"

EXAMPLE 68.

**THE
LODGE**
STANDARD PLUG

C3 (new model)

*is the best plug for touring
cars that has ever been made.*

This new standard model possesses all
the excellent qualities of the previous
model . . . is detachable . . . is
equally unaffected by wet or oil . . .
and is capable of withstanding con-
siderably more heat.

It solves the plug problem of the
modern high efficiency engine.

On sale everywhere.
5/-
Packed in sealed
red metal box.

A folder showing the cor-
rect pattern of Lodge Plug
for any make of Motor
Car sent on receipt of a
postcard to—
LODGE PLUGS LTD, RUGBY

EXAMPLE 69.

to the one who greets you with a smile, and is solicitous of the welfare of you and yours?

Avoid using a negative argument as much as possible. It carries far greater conviction to say "Fit Dunlop and be satisfied" than "Don't buy inferior tyres." The positive form suggests action. How much better to tell your child to "Be a good boy"—which is an instruction to do something useful—than to say "Don't be a bad boy"—which is asking him to leave off doing something. Action versus inaction. Besides, the word "good" is impressed on his mind instead of the word "bad," which is *all* the difference.

Study the advertising literature which comes into your hands. You will find that, even though it may be attractive, if it be worded in flowery language but tells you practically nothing except that the goods are on sale everywhere, it leaves no impression in your mind as to their merits. But if you are told something to your advantage, something which pleases you, something which tells you

that by some easily performed task you can come into possession of something you *want*, then a positive impression remains in your mind, and definite action more likely to follow in due course.

There are many other aspects of this subject, but to deal with them all under one head would confuse the issue. As it is, only the fringe of the subject can be handled in the space at my disposal. In a subsequent talk some of the booklets for which the public are invited to apply will receive attention, and so form a continuation of our present chat.

Printers are invited to send in for review in these columns work in which they have an interest. Specimens submitted for review will, if considered suitable, be reproduced. Noms-de-plume may be used if preferred. All such communications should be addressed direct to H. Naylor, 8. Aubert Park, Highbury, London, N.5.

A Notable Jubilee

FIFTY years ago Mr. John C. B. Percy, the managing director of The Grocers' Review, Ltd., and chairman of Messrs. Percy Bros., Ltd., The Hotspur Press, Manchester, left his native town of Lancaster to join his elder brother Thomas (since deceased) in a small printing business in Cottonopolis. They had many struggles, many disappointments, many very anxious hours, and, at last, many victories, until to-day The Hotspur Press is one of the most up-to-date and best-equipped printing businesses in the North of England. The publications they print and have printed—publications devoted to trade, to sport, to religion, to politics, etc.—are known all over the world, whilst their customers for ordinary commercial printing are legion.

To celebrate his business jubilee, Mr. Percy invited the whole of his Manchester and London staffs, together with their wives or husbands or sweethearts, to join him in a trip to Morecambe and Lancaster on August Bank Holiday. A special train was chartered, and the party (which with customers and personal friends numbered nearly 350, each wearing a real Red Rose of Lancaster in a souvenir flower-holder) reached Morecambe towards 11 o'clock, immediately adjourning to the Grafton Hotel for a welcome "cup of tea and cakes." After a short ramble the company entrained again for Lancaster, meeting at the Alexandra Hotel for a sumptuous lunch. Special menu cards, embellished on the front with photographs of Mr. John C. B. and the late Mr. Thomas Percy, together with a fine view of Lancaster Castle Gateway, and on the inside with a beautiful etching by a well-known artist, adorned the tables, and the room, when all were seated, presented an inspiring sight.

Amongst the company were Mrs. Ida Nelson (Mr. Percy's daughter); Mr. and Mrs. T. Casson Percy (the former being a director of the firm, and head of the binding department); Sir Norval W. Helme, ex-M.P. for Lancaster; Mr. Geo. Middleton, J.P.; ex-M.P. for Carlisle, and editor of *The Post*; Mr. and Mrs. W. H. Spurr (the former managing director of Messrs. Emmott & Co., Ltd.); Mr. J. Cumming Walters, M.A., editor of *The Manchester City News*; Mr. Theo. Marples, the veteran editor of *Our Dogs*; Mr. and Mrs. A. F. Marples (the

former being chief sub-editor of *Our Dogs*); Mr. Wm. Johnson (Messrs. Wm. Johnson & Sons, Ltd.); Mr. H. Vick (Messrs. Vick, Ashworth & Co., Ltd.); Mr. and Mrs. W. Astle; the Rev. Herbert Cooper, of the world-renowned Manchester Wesleyan Mission; Alderman S. Delves, the Mayor of Salford (an old craftsman); and Mr. Wm. Hunt, J.P., O.B.E., secretary of the Manchester Typographical Society.

An orchestra discoursed sweet music, and when Mr. Percy proposed the toast, "King George V., Duke of Lancaster," led the singing. Other toasts were excellently spoken to, among others, by Sir Norval Helme, Mr. George Middleton, Mr. James Downham, Mr. J. Cumming Walters, M.A., Mr. W. H. Spurr, and Mr. J. W. Cooke. Mr. Wm. Hunt proposed "The Staff," this being ably responded to by Mr. Wm. Griffin, a long-service compositor, who reminded the company that many of the employees had been with the firm for over 20, 25, or 30 years, and in conclusion called upon Mr. Tom Hibbitts, the oldest employe of all, with 38 years' unbroken service, to make a presentation. Mr. Hibbitts, in a neat little speech, then asked Mr. Percy's acceptance from the staff of a beautiful silver epergne, with side vases, for himself, and of a Royal Worcester hand-painted coffee service for Mrs. Percy, who, through indisposition, was most unfortunately not able to be present. Mr. Percy feelingly thanked the staff, and the company joined right heartily in singing "For He's a Jolly Good Fellow." That this is the general feeling was testified to over and over again, speaker after speaker paying tribute to the wonderful charm of the host, and to the fact that wherever he goes he radiates good cheer, goodwill, and good deeds.

Much applause greeted the announcement of Mr. S. J. Knowles, secretary of the company, who acted as M.C., that as each and every one of the company left the room he or she would be presented by Mr. Percy with a silver souvenir jam spoon, which was, indeed, a very pleasant surprise. Tea was served at the Alexandra Hotel, and a tired but very happy company reached home again at 9.30 p.m., after one of the most enjoyable outings in their memories.

Standardisation

Its Application to Letterpress Inks

By HENRY LE RAMERD

THE results achieved in standardising every detail possible in the printing and allied industries need no apologies for their almost universal adoption. That they have paved the way for greater comfort for the worker, definite data for the controlling power, with a certitude of a profitable issue, is ancient history that has been graven on the recording tablets by the gallant pioneers who steadfastly pushed on to the final goal that their foresight and intelligence had viewed in the distant horizon.

Divergence of opinions and methods are very human; they add spice and variety to an often drab existence, providing an avenue through which progressive and constructional thought must pass on its way to the erection of sound and practical monuments that adorn the pathway trod by those to whom progress has no finality.

Forty years spent mainly with letterpress machines as daily companions, with their attending vicissitudes, have provided ample food for thought and its digestion. To combat the various problems that must be solved has given recreative gymnastics to a nimble brain, that daily exercise has kept agile, receptive and constructive.

To the economical mind the amount of time and material utilised and oft-times wasted in producing the various colours and tints that were essential to the daily production of the average printer in the earlier days seemed a great source of loss of revenue. Though its interest to the tyro was often intense and speculative, its decorative utility did not appeal to the facial adornment oft-times so utterly inseparable.

To-day this time-wasting operation is practically eliminated. Tints and colours of every shade and hue are at the printers' disposal, suitable for every variety of product and paper on the market. Their standardisation is a practical accomplishment.

The ink maker has provided colours of such purity and free working properties that every make of paper has its ink suited to its peculiar properties.

Of course, there has always been the artist craftsman of wide experience whose knowledge of ink and paper is greater than that of the novice, who is able by his natural attributes to produce those exceptional combinations of contrast or harmony that emphasise the line of demarcation that separate the placid, everyday worker from the genius of his more gifted confrere.

That is the one element that has defied all efforts to standardise—the human. Yet, to this practical and artistic combination may be traced a line of progress, the source from which has sprung the creation of the great range of tints and colours that are ready to hand for every conceivable production requiring their services. So to-day, whilst no problem of shade or hue may confront the printer, the extension of their working properties with regard to speed of production and certainty of drying quickly leaves ample margin for further standardising.

Printing inks vary greatly in texture, and to be able to run presses all the week without the daily wash-up or hourly brush-out that the finer work sometimes entails is to be greatly desired. The

chief characteristic to be aimed at is a frictionless effort in distribution, a "soft as butter" disintegration of the particles as they spread themselves over the whole of the inking and distributing surfaces.

Added to this must be the virtue that such a feature must be just as much in evidence during all the vagaries of climate or artificial atmospheric variation: heat, cold and damp. Another essential is the speedy absorption of the ink by the paper, or quick evaporation to entail a printed sheet sufficiently dry immediately upon its delivery from the press to give absolute freedom from set-off, and to allow quick handling with safety. These two details alone will give sufficient scope for standardisation if they can, by the application of scientific research, be embodied in the multifarious colours and tints in such a manner that the ink direct from the mill will give a uniform result in every class and grade, both individually and collectively. This desirability very effectively shows itself in super-imposed colours where speedy production and absolute quick drying properties must be commanded to ensure artistic and commercial success. The whole matter may seem to open up a field for endless research to which there is no definite termination.

As a rule the more skilled and widely experienced worker has a variety of "waistcoat pocket remedies" for all the ills with which inks and paper are supposed to be endowed, and, though at times seemingly nonplussed, this individual will usually find a remedy for every obstacle that confronts him.

Reds, Blues, Greens and Browns, both in full colours and tints, usually contain the ingredients to ensure rapidity in drying. Their chief drawback is that they extend this characteristic to the rollers and inking tables and cylinders providing the distributing surface. This is greatly enhanced when the direct rays of the sun play with full radiance over them. The necessity of frequent washing-up and -out is then a time-devouring operation. This is one of the drawbacks to the small plant possessing none of the conveniences of the organised, up-to-date lay-out of machinery and accessories.

Blues are often a very puzzling problem to the tyro; their propensity to mottling, plucking, and all the other tantrums which seem to emanate from pure cussedness, often drive him to despair, and the small job that should have been completed early in the day spreads its wearying course to the end of that period. Where the stock of colours is limited this difficulty is doubly hard to overcome, but should there be a tin of good reflex blue to hand a little of this introduced into the ink in use will generally solve the problem.

Oxidisation is another ever-present, though unpleasant, adjunct with which the colour printer has to meet almost daily. This is especially apparent in tints mixed with inks from the siennas. The amount of time that can be spent in washing out the forme is prodigious, and the novice is warned to give them a wide berth. All good-class ink makers can supply tints that will overcome this, but it is essential to point out this feature

when ordering, otherwise the nearest and easiest way to obtain the desired tint is usually followed with disastrous results to the estimated time that oxidisation will always cause.

A very good mixture for all classes of inks that will help the free-running qualities can be made from equal parts of lard, a glossing medium of good body, and one of the liquid driers of the gold size class now on the market. This mixture can

be mixed in quantity and stored to be ready to hand. A small portion added to almost any stubborn colour will enhance its free-working qualities. Its use should be avoided with blues unless they are of very good quality, when, however, the same mixture minus the lard and liquid driers with soft soap taking the place of the lard may oft-times prove successful. Also the simple addition of a very strong varnish will often prove most effective.

Monotype Keyboard Operators

To encourage a higher standard of efficiency amongst apprentices and others who have learned the Monotype keyboard, the National Committee of the Monotype Users' Associations are promoting a series of competitions and invite the co-operation of all Monotype users to ensure their success.

The competitions will be open to apprentices and others under the age of 21. Each District Monotype Users' Association will offer the following: First prize, five guineas; second prize, three guineas; third prize, two guineas; and the chairman of the National Committee, Mr. F. Waterhouse, has presented a silver cup for the competitor securing the highest number of points in the whole country. The competitions will take place in October.

The test will consist of one hour's work from straightforward typewritten copy to be set in 10-point, preferably 9½ set, or the nearest available.

The copy will be supplied to the principal of the firm employing the operators who enter the competition. The prizes will be awarded for the cleanest and quickest work. No definite date will be fixed for the contest. Any convenient time during a specified week, when the employer can place the keyboard at the disposal of competitors, may be arranged, but the copy must not be given to competitors until they are ready to start the test.

The principal of the firm or someone authorised by him must certify the time taken, and that the galley proof has been forwarded without corrections to headquarters (7-10, Old Bailey, London, E.C.4).

The caster attendants who cast the matter securing the first prize in District competitions will be awarded £1 each.

All firms using Monotype machines are invited to bring this announcement to the notice of those eligible to compete.

All interested should apply for further details to Mr. A. E. Goodwin, secretary, National Committee, Monotype Users' Associations, 7-10, Old Bailey, London, E.C.4.

Sir Rowland Blades to be Lord Mayor of London

THE next Lord Mayor of London, who will be elected on Michaelmas Day, will be Sir G. Rowland Blades, M.P., the chairman of the old firm of Blades, East and Blades, printers, of Abchurch Lane, which was founded by his grandfather, Mr. Joseph Blades, a prominent member of the Court of Common Council of his day. Sir Rowland Blades was elected Alderman in 1920. He was Sheriff in 1918, and was knighted at Guildhall by the King when his Majesty and the Queen visited the City in connection with the celebration of their silver wedding.

A Great Newspaper Change

THE Morning Post announces that it is compelled to contemplate a change of premises. It adds: "The present island site is one of the historical landmarks of London. Rebuilt when Aldwych and Kingsway changed all the face of the eastern portion of the Strand, the building is an admirable example of the newer architecture of London, while it commands imposing views and occupies a dominating site.

"It is, however, ill-adapted in both area and space and design to the production and distribution of a modern daily newspaper. Over a period of years the advisability of abandoning this building has been present in the minds of the directorate of The Morning Post. Tradition and sentiment, however, have hitherto overborne the considerations of convenience.

"Thus it was until May 14. On this date The Morning Post reduced its price from 2d. to 1d. in order to meet the increasing demand for a definitely Conservative newspaper, appealing to the more serious and cultivated political and social needs of our age.

"It took this step at the obvious moment in that it resumed publication after having suppressed its own identity in order to produce, for the Government, The British Gazette.

"When the decision was taken, the directors recognised clearly that the long-canvassed change to more convenient premises would be dictated by the anticipated success of the new penny Morning Post. The necessity for such a change became more urgent day by day, since plant and machinery adequate for the production of a twopenny newspaper are clearly inadequate for the larger operations of a more popular journal.

"The accommodation essential to such expansion of plant, machinery, and publishing facilities as the new paper with its increased circulation demanded could not be secured within the limits of the old building, while to retain the traditional site of The Morning Post offices would be to preclude the possibility in any future time of publishing an evening paper. Moreover, certain experiments made in auxiliary printing on other premises during and immediately after the career of The British Gazette made it clear that the proper course was to seek entirely new accommodation.

"That is now being secured, and the offer for sale of the old Morning Post building is the corollary."

MR. GEORGE H. CARTER, Public Printer, of the U.S.A., and Dr. Edward O. Reed, Chief of Tests of the U.S.A. Government Printing Office, who have been in Germany studying German paper standardisation, are visiting London early this month.

The Relationship Between Foreman and Apprentice*

By JAMES C. CLAPHAM, Auditor of Printing, State of New York

THE apprenticeship question is not new, for it goes back to the time of the ancient guilds, when boys were indentured for a term of years, tied hard and fast; they had no rights, but were kept under restraint, sometimes even suffering hardships, and that at times makes real fibre; if you don't believe it, study the early history of our country and find out what the pioneers endured, and altogether too often we never give it a thought.

A soft, easy time is often the worst kind of a training, for it cultivates habits that cannot easily be overcome; too many of our boys and young men of to-day are looking for soft jobs, they are lessening their will power. Someone has said, "Men do not lack strength, they lack will," and it is the power to will that gets us there.

"The world assures a fair living to all who are willing to work a reasonable number of hours each day. To the few of foresight, self-control and daring it promises much more." To which class do you belong? Most of us are ordinary people, and apparently have to keep on the lower level, but even the ordinary sometimes becomes the extraordinary.

Many of you have been in the northland, in the Adirondacks, you've fished and swam in its lakes, you've hiked and hunted in the woods, laid on your back and enjoyed the balmy air and the warm sunshine, and toured over the many good roads with its ever changing scenery, and you say, "What a beautiful country!" But if you want to get a glimpse of the grandeur, majesty and beauty of the scenery you have to climb up some mountainside.

I recently heard a man tell of his experiences. Someone had told him of the marvellous views to be seen from the hilltop, but, said he, it is a hard climb. The next morning this man and his nephew started up the trail; soon they began to sweat with the exertion, for they had to climb over or around jutting rocks and up steep slopes; they slipped on loose stones and had to pull themselves up by grasping the overhanging bushes and trees; it tested all of their physical ability, but eventually they reached the top, wet through with perspiration and completely tired out, and as they looked around they were disappointed, for they were in the shadow of the trees. After resting awhile they rose to their feet and saw an opening through which they passed out into the sunlight; here they found themselves upon the top of a precipice; but what a view!

Looking down, they saw the lake and the house where they were staying, the lake shining like a silver mirror; in the distance other lakes of whose presence they had no knowledge were sparkling and glistening; the trickling streams looked like silver threads, and the roads going hither and thither were like golden bands, while all around was the variegated green from the meadows and the trees, and the distant moun-

tains pointed their peaks skyward, piercing the morning mist. As they stood there, their whole being was entranced, and they could not speak, for they were filled with awe at the majestic picture that stretched out like a panorama before their vision. They had thought it was beautiful in the valley, and so it was, but to get a glimpse at the majestic and sublime one had to climb, overcome obstacles, and bend all of the physical energies until near exhaustion, but then what an inspiration! Are you willing to pay the price?

INSPIRATION IS PERSPIRATION.

Thomas A. Edison once said "Inspiration is perspiration." It doesn't come without work, and hard work at that. And thus many an ordinary boy or man has become extraordinary because he has been willing to apply himself, while the naturally brilliant boy or man has failed for the reason that he depended upon his faculties rather than upon exercising them. "There is one proof of ability—action."

To-day there are very few boys indentured, and the word "apprentice" has not the same meaning it once had; the pendulum swung to the other extreme, and practically no attention was paid to the boy. This was partly due to the hard masters, but it was a mistake to remove all restraint, for lack of restraint spells failure and spoils the boy.

Interest has, however, again become apparent, for we are hearing about it continually, and there is much difference of opinion; men have different viewpoints, just as the viewpoint of the man in the valley is different from him who is up on the mountain top.

The employers' associations and the craftsmen's clubs are discussing this question, and out of it all a solution ought to be found. Recently I read this quotation: "If you have knowledge let others light their candle by it," which is another way of expressing our slogan, "Knowledge is power," we often hear said, but too often it is just knowledge, to become power it must be let loose, passed on to others; too often it is like a stagnant swamp when it ought to be a tumbling stream developing power.

Now then, what should be the relation between the foreman and the apprentice? First of all it depends upon the qualifications of the apprentice; too often boys are chosen who are unfit or are incapable of becoming real craftsmen; they should be chosen carefully, not carelessly, as has been the habit. How can we expect to have the printing craft upon a high grade unless we choose high-grade boys to enter it? Proprietors of printing establishments should take a personal interest in the choosing of those who come into their establishments to be taught, not accept them simply because a friend or the boy wants the place; his capabilities, education and fitness must receive first consideration.

When the proper sort of a boy has been chosen the first thing for the foreman to do is to win his confidence; the plan has been to let the boy

*Address before Albany Craftsman's Club

alone, and if he does become a craftsman it is in spite of his surroundings. At the age when a boy begins his apprenticeship he is in the adolescent period, he is just finding himself, and, generally, if he is treated kindly, he will be teachable unless his outside companions are bad; he should be trusted, not treated as if he were a liar, for he is in the greatest period of his character building, in which imagination has a large place.

SHOULD BE KEPT AT DUTIES.

I believe that he should be held strictly to his duties, and his tasks should be assigned, and the foreman or his assistant should see that they are carried out; working together brings results. He should not coddle him, but should remember that he is only a boy, and undeveloped and liable to slop over, therefore he must be firm with him.

Some foremen regard their position just as a job; they lord it over those in their charge, and think it one of their duties to bawl out someone, especially the apprentice, when often they are just as much and perhaps more to blame, because they have not properly instructed the boy.

To-day the apprentice, for at least a year, is a liability rather than an asset; he is given a wage as a beginner that he does not earn, which is an error from an economical standpoint; he, therefore, should apply himself, and the foreman should see that he is properly instructed and progressed, so that as soon as possible he leaves the liability column and becomes an asset.

During this instruction the boy should be observant. I read the story somewhere: "The new apprentice was busy, when his foreman leaned over the table to reach for a directory. Shortly after the boy slipped a piece of paper into his foreman's hand. The foreman looked at it and read this: "Honoured sir, yer pants' is ripped." You see he had his eyes open, he was observant. Too many of us have eyes that see not, ears that hear not, and voices that are dumb concerning things worth while.

Taking everything into consideration it is largely up to the boy, for if he is not observant, has no initiative, is lazy and inattentive, no foreman can turn out a craftsman. "Lazy men are certain of failure, while active men invariably succeed in most fields." And if he sees that the boy is not becoming an asset it is his duty to tell the boy that he does not fit, but first he should be sure of his premises. Natural ability is not enough, for natural ability without energy is always deplorable, and often terminates in complete despair.

Every apprentice should be progressed and given opportunity to learn every branch, and then if some special branch appeals to him, or he excels in it, he can make that his speciality, but upon occasion he can be used anywhere. The apprentice should be encouraged to read concerning the history and progress of printing, and also the trade magazines; he should also find out all that he can about paper, ink and press work, and get as much knowledge concerning the allied trades as he can; then he may expect to become a craftsman indeed.

The foreman should see that the rooms are kept clean, and that dead jobs are distributed, for distribution and cleanliness are just as important as the productive hours, for with a lack of material everything is at a standstill. I believe

every apprentice should be given an opportunity to hold copy in the proofroom; there they learn the necessity for care; it is also good for their English, and gives them an insight nowhere else to be found; several months' instruction under a good proofreader is invaluable.

Now the foreman cannot function properly without the co-operation of the front office; it is responsible for much of the extra time taken on jobs, for there they often refuse to honour his requisition for material without even looking into the matter and consulting with him to see if it is really necessary, for at times if the foreman would spend a few days in distribution he would have plenty. The office regards such actions as economics, when in fact they are wasting time, and time is money these days; they are also teaching bad habits to their employees. Every plant should give great care and thought to the necessary equipment, and the composing room especially should have plenty of material. Proper instructions should also go with each job.

A careless and complaining office is sure to be reproduced in the other departments, and no apprentice gets proper attention where these conditions prevail. To get the best results there must be co-operation between the office and all of the departments, thus establishing team work, and doing away with foolish antagonism and the continually blaming someone else.

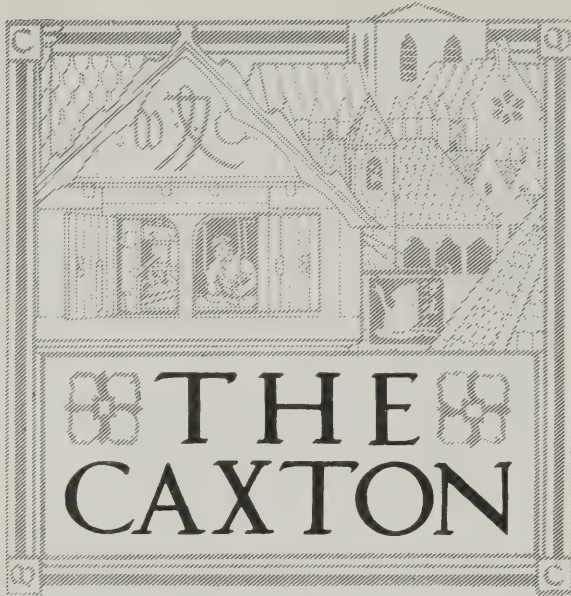
We stand upon the threshold of great opportunity—those who have climbed to the mountain peaks have seen a vision; they have passed and are passing it on; we can see through their eyes if we will, or we can say it is not so, because we have not seen it ourselves.

"Printing, the Mother of Progress," the slogan of the United Typothetae of America, is true only when applied to printing that has within it the elements of both truth and beauty, and the aim of this organisation should be to so assist in the training of apprentices, sharing our knowledge with them, that in the future the craft shall reach the eminence which is its rightful heritage.

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Classes in Artistic Typography

CLASSES in artistic typography at the L.C.C. Camberwell School of Arts and Crafts are announced in a very attractively-produced brochure. The classes held in the afternoon are for persons under 21 years of age only who are bona fide engaged in the trade, and the curriculum embraces the practical and theoretical sides of the subject, together with lessons in English and the history of the craft. Employers are asked to look upon these classes as supplementary to the shop, and they are invited to give their apprentices facilities for attending them. Monthly attendance reports will be made to employers sending employees as students, and progress will be reported every three months. The evening classes are for the study of the theory and practice of typography in composing, press and machine work, and they deal with the artistic arrangement of type in both general and bookwork. A special class in drawing is held, which students are invited to attend, and the work of this class is specially arranged for young compositors with a view to the development of the "lay-out" of copy. The session commences on September 27.



London, September, 1926.

THE conferences for the sons of printers which have been held during the last year or two with most gratifying results suggest that we might with advantage take a larger view of the higher needs of the printing industry.

Fortunately we have had through the history of the craft a worthy line of family succession, and names carved deep in the annals of printing a century ago are still held and honoured. But when all the needs of the printing trade are compared with the sons of our present printers, promising as they are, we ought to be prepared to say there is room in the higher branches of the industry for young men of the best education who could take advantage of the highest special training which could be offered them.

Craftsmanship is something of priceless value that is fast disappearing in the printing industry. The average printer of these days is far from being a real craftsman; he is mostly a mechanic, usually working in some special branch of the trade. He may be an efficient machine operator, a good pressman or a "follow layout" compositor, but ask him to originate something new and artistic, and he will be "all at sea." Lack of craftsmanship is not the average printer's fault. His deficiency has been due to specialisation, machinery and production. We are speaking now of the rule—remembering there are hundreds of exceptions. In the awakening appreciation for fine printing, we need that integrity of heart and high development of mind shall be allied with skilfulness of hand.

Then we ought to be as much concerned with the field known as commercial printing as with fine printing. Here there is a whole world waiting to be won. The sale of ideas

in printing is growing, and we shall continue to urge it until it becomes much more general. For too long have printers been content to leave the designing and the ideas of a piece of work to an outsider. This is wrong. Printing ideas should come from within not without.

If the printer will spend only a portion of his time in thinking about his selling methods; if he would look over his customer and prospect lists—approaching them with more constructive suggestions and less estimating, he could sell more printing at a profit.

"The printer who goes into his customer's office and says, 'Have you anything for us to-day?' will never get anywhere compared with the printer who goes into his customer's office and says, 'I have an idea.'"

At this time when our printing schools are re-opening it would be well if the opportunities in these two directions were laid upon the minds of some of our brilliant students, and what is perhaps more important, that our employing printers should seriously consider the advisability of making places in their businesses for men who have been specially trained, and show particular aptitude either on the artistic side or the production of suggestive, unique, ideas in persuasive and compelling "copy."

PRINTING as merchandise is a misnomer. Can a printed label be compared with an axe, for instance? The label carries a parcel across a continent or around the world, telling each handler from whence to where. The axe is useful, too, but only to the immediate user. Printing is direction, information and intelligence. Its appeal is to the educated mind. And do not forget that every educated mind is derived from what printing has taught it.

TEAMWORK.

NOW this is the law of the Jungle—as old and as true as the sky;

And the Wolf that shall keep it may prosper, but the Wolf that shall break it must die.

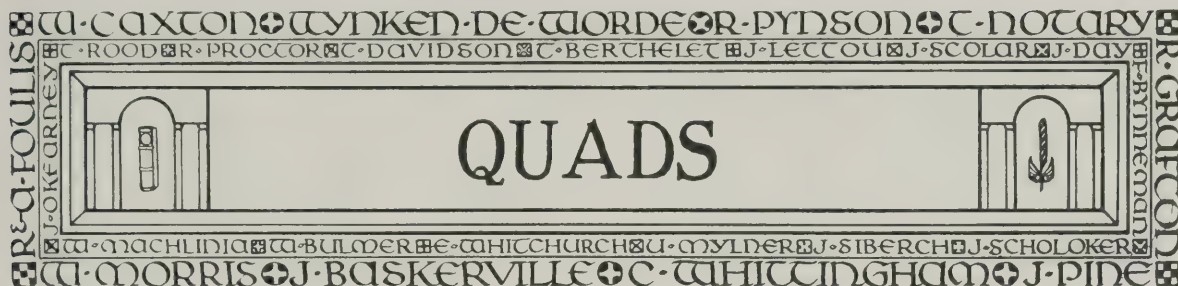
As the creeper that girdles the tree trunk, the law runneth forward and back—

For the strength of the Pack is the Wolf, and the strength of the Wolf is the Pack.—Kipling.

PRINTING, even in the form of a business card, is not a dead thing, such as is a tooth brush. It is a living thing, conveying information, laying the foundations of much business and friendships. One business card, properly printed and placed in the proper hands, may mean a fortune to the man who bought the card from the printer.

I SHALL not live to see it, but I hope that the time will come when the making of a good book, from the mechanical point of view, will be regarded as an achievement quite as worthy as the painting of a good picture.—Theodore Low De Vinne.

LOVE the art, poor as it may be, which thou has learned, and be content with it, making thyself neither the tyrant nor the slave of any man.—Marcus Aurelius.



QUADS

I HOPE you will support the Labour Co-partnership Association, and attend its lunches. You can't agree with all the luncheon speakers since they don't agree with each other. A spice of variety commends the fare. The address of the Association is 6, Bloomsbury Square. Its secretary, Mr. Chesterton might be interested to note, is not a man who is "called Thursday," but one called Mundy.

AN Industrial Week-end Conference is arranged by the Association to be held in the Devonshire Hall of Leeds University on Saturday and Sunday, September 18 and 19. I am attending for what I can learn. Can you come, too? You could probably be booked up in the Devonshire Hall Hostel if you wrote promptly.

HOWARD HAZELL and Edward J. Burrow are among the Association's vice-presidents. The Solicitors' Law Stationery Society is among the corporate members.

MR. HARRY VALDER lately spoke at a Co-operative Co-partnership lunch upon the New Zealand Companies Empowering Act. An Act for creating a new status in the company world—ownership of Labour shares of no nominal value, but carrying ordinary voting rights in shareholders' meetings and receiving dividends.

THE Daily News of, I think, July 16, had a column about the Act apropos of the luncheon.

IT interested me the more because Mr. Valder is head of an important firm established by a cousin of mine in New Zealand; he has stepped into my cousin's shoes, and finds they fit him exactly.

My cousin, William Ellis, went to New Zealand in his teens about sixty years ago. He began trading on his own when he was about twenty-one. He dealt with the Maoris, and accepted their currency, which consisted of little pigs, greyhoundy little beggars, with an inveterate determination not to get fat. Some could not be bothered with this sort of trading. A son of a Colebrook didn't worry about worries. He went on and made good, and eventually built up the fine sawmills business of Ellis & Burnand. Employing 500, and with an amazing 10-mile mountain-climbing, breath-taking railway of their own, to tap their 13,000 acres of timber.

A YEAR or two before the war he came to England and put in a short spell at my home. Nothing interested him more than walking about London looking for some really hungry looking children to whom he could give a good time. He was very keen on recounting what New Zealand had accomplished in industrial legislation. He has died. Mr.

Valder, his successor as head of Ellis & Burnand, with hard work got through the New Zealand Parliament his Companies Empowering Act of 1924.

At the start of the Act we read:—And whereas the existing company legislation contemplates that the profits and management of a company will belong wholly to those who subscribe its capital. And whereas it is expedient so to amend such legislation that by agreement between employers and employed provision may be made for the issue of shares in a company to those who give only personal service to it whereby their participation in the profits and management may be conveniently arranged. Therefore, etc.

MR. VALDER, in a business of his own, issued shares to the employes of no nominal or par value—shares which would grow or diminish in value with the welfare of the business.

THESE labour shares, whose issue is made possible by the 1924 Act, do not form part of the company's capital. They are not transferable, except in accord with specific provisions of the company.

THE holders will be entitled to attend and vote at meetings and to share in the profits of the company, or in its assets in the event of its being wound up in accordance with the memorandum or articles of association.

SHOULD the holder of such shares cease to be employed in the service of the company, he shall be deemed to have surrendered his shares, and, in such case, there shall be payable to him, or his legal personal representatives, either in cash or in capital shares, the value of those shares computed in accordance with the regulations of the company.

THE meaning of this Act is that any company registered in the Dominion can take into active (not merely passive) partnership any or all of its employes through the medium of no par value shares.

THUS is established a collective scheme of payment by results.

I WENT to the New Zealand Government House in London, a fine building at 415, Strand. There I read through the Act and the debate at its third reading in Hansard. The Act says a company may alter its memorandum of association if necessary to permit its issuing labour shares. These shall not be transferred save in accordance with the provisions, if any, of the company's regulations.

I COPY this Clause IV. :—

IF at any time complaint be made to the Court—(meaning the Court of Arbitration under the Do-

minion's Conciliation and Arbitration Act of 1908)—by or on behalf of the company or the workers that the provisions of the scheme are no longer favourable to the workers or that the provisions of the scheme are being violated, or that the scheme is not being fairly administered, or that the scheme is proving detrimental to the business of the company, or that satisfactory reasons exist for revoking the certificate, the Court shall examine into the complaint, and if satisfied that good cause exists for such complaints may on such terms and conditions as it thinks fit revoke the certificate.

WHEN it passed the third reading the Prime Minister (Mr. Massey) said he had visited Messrs. Taylor Brothers' Woollen Mills in Yorkshire, England. He found there a profit-sharing system which was working satisfactorily, and was, said Mr. Massey, "almost exactly the same as that provided for in this Bill. Indeed, I believe that part of the principle introduced in this measure is taken from the experience of Taylor Brothers."

MR. HOLLAND, who seems to be a Labour leader of the House, followed Mr. Massey, and neither praised nor found fault. He thought it would have little effect. He called Mr. Valder an idealist, and in saying that seemed to think he was really saying something.

I WISH to God, said Mr. Veitch, who followed Holland, there was more idealism in this Parliament and less materialism. He spoke of the development of suspicion and misunderstanding between employer and employed in all parts of the world as well as in New Zealand. He put it to Holland and the House—how could the workers fail to advance, or at least how could they possibly lose by the Act? Anything that came to them would be in addition to what was provided for under the awards.

THE Act cannot be applied till the Arbitration Court (of 1908) has certified that the scheme is favourable to the workers.

I MUST turn from this topic now, but let me add that this very day of passing these notes brings me a shilling pamphlet you may care to get (from H. Valder at New Zealand Government Offices, 415, Strand). It is called: "Wanted: A Practical Solution to Britain's Industrial Problem." It has a "Foreword" by Sir Lynden Macassey, K.C. Mr. H. Valder and Mr. Frank Harty are joint authors. There are appendices, of which one is a statement of account of a New Zealand Coal Mining Co., illustrating the method of applying this Companies Empowering Act. The Act itself follows. Next comes an editorial on the plan in the London Berry journal, *The Financial Times*. It is critical, but mainly commendatory. The last appendix is "Some objections answered."

MR. HARTY is a New Zealander. A while since he was a keen soldier under Allenby.

Now to another though related topic.

"I LIKE him, sir; he fairly lays his mind to yours." Thus old Sam Johnson. Sam has a big family; 5,000 of them are in the Master Printers' Federation. No doubt master printers have their faults, but by my experience of them they have not the fault of resenting honest ex-

pression of opinion. They welcome candid disputants. They would rather meet the egotist than the echo-tist any day.

I LATELY suggested in an article that some printing or newspaper firms might possibly follow Lord Beaverbrook's example. He promoted to a seat on the Board of the "Express" Mr. Long, a staff servant of proven high technical proficiency and loyalty; despite that (as I at least infer) Mr. Long had not been charged with any special managing or assistant managing responsibility. Messrs. Spicer's again have, I believe, at various times brought on to the Board men who have shown zeal and effective competence, without much regard to what share-purchasing money they could put up.

WHAT I had in mind was not the particular complimenting of typical good servants by a directorship so much as acceptance of the broad policy of giving labour the hope of more insight into and more linking up with management.

ANY labour hopes that were anchored to a general strike have faded out of the picture. Why not replace these false hopes by better hopes?

THAT I know seems illogical, considering the way agreements were broken at the call of the T.U.C. It seems like saying "Thou hast been unfaithful over a few things; take thou authority over larger things." But I am illogical. So probably are you. So often is life—or seems to be. Even the great Pronouncer of this parable seemed illogical at times.

WE may possibly sacrifice one good thing on the altar of another good thing. We may make a fetish of logic or of something we suppose is logic. Look at France just now. And haven't we for years been accustomed to say that the French were the most logical people in the world.

OFTEN what we call logic is falsely, flatteringly so-called.

IN any case, the consideration remains that what men need is the energising of new hopes. For some hope set before them they may become stronger to endure any present trials and troubles.

POSSIBLY there are many better ways of creating such new hope than ordinary directorship prospects. One other way is illustrated in the ordinary working of Manifoldia—the West Bromwich specialist firm, which is controlled by Directors who will undoubtedly give one, and I hope two Presidents to the Federation before many years pass. I believe I am free to speak of this firm's practice. Mr. Bailey you will recall has been particularly frank in "laying his mind to yours" in his book "The Poor Printer," published about the time of the Armistice. I don't think he or his Board will object to a slight mention of one method of theirs.

THE four chief salesmen of the company are constituted a Board of Sales directors. They meet monthly. They are paid directors' fees. They keep minutes which for approval or veto come before the managing directors.

THE sales directors discuss all matters relevant to sales either on their own initiative or the initiative of the managing directors. They discuss them freely and fearlessly.

THEY visit each other's branch offices in different parts of the kingdom. Only occasionally is it arranged that they meet at the head office, on which head office occasions the managing directors attend to give a lead and discuss with them some new departure or development.

"MANIFOLDIA" thinks better results are obtained through these free discussions by these sales directors among themselves than would be obtained if the managing directors were present.

WE do well I think to welcome any opinions and arguments which Manifoldia may contribute to the common stock of industrial thinking; since its heads are men who study both theory and practice; and who have been tried pretty severely at times and come well through the trials. There was a fifteen-week strike at Manifoldia—not, if I remember, a complete strike, but serious enough—and the firm were I believe well satisfied with the way it ended. In the General Strike about 200 called out by the T.U.C. declined to break their agreements and stuck to the firm; so I judge that they carried on very much as usual through the nine days' strike wonder of last May.

My own idea in regard to the admission here and there to Boards of Directors of an outstanding staff member did not altogether commend itself to Manifoldia. They thought the wrong men might tend to gain such position; or the right men, being appointed, would find themselves in the wrong place; would feel restrained and be less free and apt in expressing themselves than in the chance colloquial intercourse of the shop. Or, if they were quite in their element and were manifestly useful in Board discussions and were appreciated by the other directors, they might incur the suspicion and even hostility of other wage workers.

WELL, I am not dogmatising. Mr. Bailey's demurrer probably is in line with the thinking of very great numbers and is entitled to respect. I will be content at the moment to impress that in some way the golden opportunity presented by the collapse of the General Strike and the recriminations and divisions in the labour world which are obviously its sequel, should be turned to best account in the best spirit. That we should consider what new, what better hope may be given to labour.

I SUGGEST at any rate that there are probably many cases in which certain members of the staff might be taken a little more into confidence. It means risk. But we don't get far in anything without risk.

THE majority of printing businesses are not limited companies, and are small. Even so, I think that there may be cases in which it would be well to see whether the very best possible opportunity is being given to and the best possible is being got out of the existing staff.

I THINK staffs sometimes feel painfully—for one thing—how little they know of their firm's costing and pricing procedure.

MR. SIVITER SMITH, of the important engraving house in Birmingham, a leader in his craft, encountered lately a challenge by a spokesman for the wage workers to explain the seeming large difference between even the good wages paid for engraving work and the prices charged. He attended a special meeting of engraving employees in London and gave explanations on this point and answered questions, and I think it was a quite useful hour.

TO revert to Manifoldia—Mr. Bailey contributed a thoughtful article to the July CAXTON, headed "The General Strike and its Lessons." One thing which has greatly impressed him has been the neglect of trade unionists to attend their own branch meetings. Leading Trade Union leaders have at various times rammed this home. And I remember the head of a large platemaking business in London questioning some of his men as to how often they went to branch meetings, and eliciting the confession he anticipated, that they scarcely ever went; and rounding on them for their apathy and poor sense of responsibility.

A PROMINENT printer of my acquaintance was asked by his men if he had any objection to their becoming trade unionists. "Not at all," he said, "provided you attend branch meetings." Unquestionably this non-attendance is a growing scandal in trade unionism.

IMPROVEMENT in this respect will be a probable sequel to the strike.

MR. BAILEY is one with Sir John Simon, who has in his searching incisive way commented upon the anomalous and injurious position of a Labour party in Parliament, which, though called to deliberate upon events as they are submitted to the House, apparently is not free to give any vote in opposition to decisions taken by the Trades Union Council or whatever may function as the chief executive of trades unionism.

ANOTHER thing likely to follow upon the strike is greater consideration as to what charges can be made by employers in sheltered industries to employers in unsheltered industries. Mr. Bailey points out that the engineering and related trades have been amongst the best customers of printers. They are already very severely handicapped in competition with foreigners.

ON the authority of Mr. Walter Runciman (who is not only a prominent parliamentarian, but, may I remind you, one who has gained experience as a director of a very fine art printing establishment) "the metal trades are only too eager and well competent to put up a very strenuous fight to hold what trade they have abroad, and to recover trade that has been lost." Their very strenuousness appeals to us, apart from its being our own interest to see them succeed. We should not charge them too dearly for printing service.

"You cannot buy goodwill with money," is another Bailey reflection. That certainly is so; we must buy goodwill with—goodwill.

In his zeal he perhaps goes somewhat beyond his book at times. We were told, he says, that "more work would be done in eight hours than had previously been done in the nine-hour day." But I doubt if any responsible men gave that assurance.

AGAIN, he at times seems to speak as if in his view there was definitely an iron law of wages (to use a Ricardian phrase). Ricardo did argue in this sense in his famous work of 1819; but John Stuart Mill twenty years later reminded the world how many considerations come in to correct the operation of what might otherwise be an iron law.

"If wages are higher than the workers' standard of living requires, improvident marriages and large families will soon follow, and, the labour supply increasing faster than the demand for labour, wages will fall." Thus in effect argued Ricardo. But, said Mill, in effect, "The standard of living itself is not a fixed static thing; it is dynamic, and constantly improving." And there were other considerations tending to the same effect which Mill put before us.

WE must not talk to-day of "iron laws of wages" nor of "fixed wages funds."

I do not think Mr. Bailey is really misled by any such fictions; but one has to be on the watch all the time in one's own mind against the intrusion of such heresies.

ANOTHER old heresy is "the heresy of the limited market. There might be, to be sure, a heresy of an unlimited market; but that would probably be the less dangerous heresy of the two. Ford certainly was not concerned with fears of a limited market; nor have Lyons been. Nor have Levers. Nor have the banks.

MR. BAILEY will command a general assent when he impresses that in the nature of things it is expected of the director that he will direct; it is his business (with the qualifications which education and experience have given him) to control his business, and not to molly-coddle, nor to pretend that he regards other untrained men as being as likely as himself to make wise decisions.

Nor unnaturally he argues from the indifference of workers to their own trade union meetings that the majority of them have no real hankering to control the affairs of their firms.

YET just one caution. Again concerning logic. It is not logical, but it is common experience that while we will not make the best of things we have, we yet do covet things we have not. The very weaknesses and follies of men have to be remembered; I am not saying they have to be submitted to, but they need to be remembered, or action may be directed in the wrong quarter.

YET another note. "The general strike," says Mr. Bailey, "has proved that the rank and file are willing to be led; and if their employers will lead them wisely, they may achieve greatly." Weighty words these. They are worth pondering time and again.

HE continues: "If the employer leaves the job to others, and those others more concerned with political unrest than with the smooth working of industry, we must not be surprised if strikes become popular." "We want labour to enjoy a higher standard of living in so far as competition will permit," he concludes; "and we ask for the confidence of our employees."

I THINK men of his stamp sooner or later (and sooner rather than later) will secure that confidence everywhere.

IF I had space I would gladly deal with the remarkable Advertising Convention at Philadelphia. Scores of advertising subjects were discussed, many of special interest to printers.

BUT here how oddly there comes in a saying by Cyrus Curtis, head of the vast Curtis house at Philadelphia, the home of the Ladies' Home Journal, and The Saturday Evening Post (both with three million circulation), and of The Philadelphia Public Ledger.

MR. CURTIS said, last June: "If I could only find someone who could really write an advertisement! I've been trying for years to find somebody. It's almost impossible. They have no originality. Their stuff is ineffective. They hand it to me all shaved and clean, and that isn't what I like. Nice type, nice paragraphs, nice illustrations, and nice introductions, but nothing else original in it."

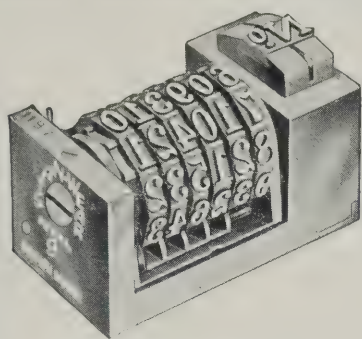
FREQUENTLY when I look over the copy submitted to me I run my blue pencil through all of it but the last paragraph. These advertising writers think they must . . . lead up to the subject gradually. But often I reach the last paragraph and say, "There's your ad. Don't give them the introduction, give them the ad."

"THE worst advertisers in the country to-day are the daily newspapers and the book publishers."

APROPOS of publicity, I wonder if you have been chuckling over "Gentlemen Prefer Blondes," the story of the bewitching young ex-Hollywood ignoramus who came to Yurup, and to England, in which country she would find if she wanted to go to it a place called Australia; just as she'd find Vienna somewhere in France if she'd time to see it.

THE young diary keeper tells of a talk with a sage counsellor. He thought perhaps worse than he need have done of this scenario damsel. She records that he referred her to a young woman named Magdalen, who seemed to have "got a fine write-up" in the Bible.

FRANK COLEBROOK,



**THE "STAN-WEAR"
TYPE-HIGH NUMBERING
MACHINE**

is an exemplification of all that a good numbering machine should be. Incomparable for reliability and mechanical perfection, its more than reasonable price makes it also unparalleled value

5 Wheels 6 Wheels
50/- 60/-

Skipping Wheels 10/-

Also supplied with backward movement.

CONSISTENT ALWAYS

IT may be just pride of craft; it may be because we are bound by the guarantee we give; but we have been complimented on the fact that the unusual mechanical precision and the beautiful movement of the "STAN-WEAR" Type-High Numbering Machine never varies. They are there, in every machine, in incomparable degree.

This consistent high degree of perfection is manifested in all our machines, even in dating and hand numbering models, and the same skill is devoted to the design and construction of

SPECIAL MACHINES

for particularly difficult or unusual numbering jobs, or for numbering barrels or machines to match worn or damaged models.

E. W. H. STANLEIGH

23, BARTLETT'S BUILDINGS,
HOLBORN CIRCUS,
LONDON, — E.C.4

Phone: Central 1756.

"IF a man can write a better book, or make a better mouse-trap than his neighbour, even though he live in the woods, the world will make a beaten path to his door."

WIRES: VIGNETTE B'HAM!



PHONE: CENTRAL, 3181-2-3-4.

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Designers & Engravers for those to whom quality appeals

SIVITER HOUSE, LUDGATE HILL, BIRMINGHAM

Cardinals: 1, NEWMAN ST., OXFORD ST. W.C.1.

Bristol: 4 TEMPLE STREET

Hints on Colour Mixing

By EDW. JARVIS

IT is conceded that the judicious use of colour enhances the value of printed matter by attracting attention and holding it. With so many colour-mixing charts available the important remaining problem is the choice of the coloured inks which will serve to mix a fairly comprehensive range of colours, tints and shades. The following list has been condensed to the irreducible medium. At the same time it answers all requirements.

Yellow: Indian yellow lake (four-colour transparent yellow) and lemon yellow.

Orange: Persian orange.

Red: Medium red, process red.

Blue: Reflex, bronze (or milori) and peacock blue.

White: Cover white, mixing white and tint base.

With the foregoing inks and black all necessary colours, tints and shades may be mixed.

Green lake is mixed from yellow lake and peacock blue, and the duller greens from milori blue and lemon yellow.

Purples of reflex blue and process red are best, but other blue and red pigments yield duller shades of purple.

The best browns come from deep orange and black, with many variations obtainable by adding blue, yellow, green and white.

One other red, English vermilion colour, is useful in opaque inks. Persian orange will brighten translucent reds better than yellow.

Peacock blue is best adapted for mixing sky, ultramarine, azure and similar blues. Persian orange is valuable to deepen yellow and make red brighter. Persian orange with green makes an excellent olive.

STOCK AN IMPORTANT FACTOR.

In the choice of colours one must keep in mind the stock to be printed on. Cover white and mixing white do not print well on coated paper if predominant in a mixture. Magnesia and alumina tint base are better on coated paper, either as first colour or for over-printing; yet cover white in small quantity improves inks especially made for coated paper. Mixing white may be utilised to advantage when mixing colours for first impression on papers other than coated, but for over-printing magnesia is better. Cover white surpasses all other inks in covering

power, but is more effective when mixed with a colour or black than when used alone.

Some odd problems are encountered. For instance, brighter colours are obtainable on certain papers with transparent inks than with opaque. The brightest red obtainable on coated paper is had by printing red (not opaque) over pink of translucent nature. The great reflective quality of enamelled paper helps transparent, but cannot help opaque inks.

Black ink, most used, bothers printers not a little. It seems that some black inks work well and dry well on a wide range of paper, but dry out brownish. This defect becomes the more noticeable weeks and months after printing. In this case a heavier varnish is needed to hold the ink up on the surface of the paper, and a toner like deep Prussian or reflex blue or a mixture of the two toners. Other blacks lack nothing in appearance, but dry too slowly for the prompt back-up, folding and cutting common to-day. Such inks are generally improved by the addition of a toner halftone black, which improves drying quality. A combination of job or bond black with half-tone black makes an ideal ink for use on papers where neither the job-bond nor the halftone blacks answers.

As a general rule it pays to use inks of strong colour. This is true of black also. Less trouble will then be had with filling up, picking and offset, because the minimum supply of ink may be fed to obtain coverage. So it is evident that an ink costing more per pound than another may test out cheaper in the long run when coverage and lost time and spoiled paper are all taken into consideration.—The American Printer.

MR. GEORGE A. ISAACS, general secretary of the National Society of Operative Printers and Assistants, is on a visit to the United States, to attend the opening of a memorial chapel at the Pressmen's Home, Tennessee, erected by the International Printing Pressmen and Assistants' Union of North America, to commemorate the sacrifice made by the American and Canadian members of that Union who were killed in the war. Mr. Isaacs is going to represent British Pressmen and Assistants, and will take part in the official opening ceremony.

BUY YOUR

Lithographic Varnishes

Direct from the Manufacturers

91/2, SHOE LANE,
LONDON - E.C.4
CENTRAL 6904-6905.

3 EAST REGISTER
ST. - EDINBURGH
CENT AL 1126.

DANE & Co.

Established 1853.

Only Pure Calcutta Linseed Oil (well matured) is used in the manufacture of Dane & Co's Lithographic Varnishes.

Advertising

Printers do not advertise enough. Those who have comparatively more publicity we will supply advertisements displayed on our pages free. Printers themselves may could use—but the opportunities

should be sent with cash to Caxton Magazine, 4, Fleet Street, London, W.C.1.



Design No. 2.



Design No. 4.

The Elimination of Waste

By L. JOBSEN

IT is somewhat surprising that in these days of keen competitive commercial supremacy, when strenuous efforts are being made to capture the trade not only of our own island, but also that of neighbouring states and countries, that greater attention is not given to the all-important subject of how best to cope with and keep within a reasonable margin administrative and other expenses necessarily incurred in running a works.

But even in the case of houses where a smoothly-working system of costing has been evolved, which has done much to reduce expenditure as regards the economical and successful running of a plant, there may still exist an even greater evil, which, unless checked, will do much to retard, if not destroy altogether, financial prosperity. We refer to the subject of waste, which, although it may be almost imperceptible at the outset, will, in course of time, if overlooked, assume somewhat gigantic proportions, and in no other business can this menace be more effectually practised than in the printing and kindred trades.

Nor can the onus be placed entirely upon the shoulders of the staff: far more often it is the head of the business who is to blame. If he is a careless purchaser of materials, disregarding to a large extent the nature of the job for which he intends the goods to be used, then he can hardly expect his employees to give conscientious consideration as to the most economic and remunerative method of their disposal, and he, being a haphazard buyer, must expect a slackness on the part of his staff to appreciate the necessity of eliminating all unnecessary waste. As good workmen they are naturally anxious to turn out fair work: that is their job,

and, this being satisfactorily accomplished, there is no further need for them to worry.

On the other hand, the employer may be a keen purchaser, selecting his goods with a fine discrimination as to price and quality; but here again, unless he exercises the utmost care, and at the same time has ascertained beforehand the exact nature of the job for which the material is intended, he may, in spite of his acumen, buy to disadvantage, for, although quality may be satisfactory, he may err as to quantity and size.

This particularly applies to the lithographic industry, where the sizes of paper required for different jobs is a most important factor. America has fully recognised the necessity of some vital step being taken, and has successfully reduced the numbers and sizes of the various qualities manufactured, and by so doing has greatly facilitated the task of the purchaser; because now the jobs have to be cut to meet the requirements of the paper, and it is naturally a far simpler matter for the lithographer to calculate the most advantageous method of cutting when he is restricted as to choice of size, and much waste is thereby eliminated. The standardisation of paper sizes is doing a good deal to eliminate waste in the use of paper, but we still have too many sizes for economical working.

Ink waste is difficult to avoid entirely, but machine-minders can do a great deal if proper care is exercised. A maker of mustard once said that he had made a fortune out of the mustard left on plates: ink makers certainly should have a margin of profit out of the dried ink that is frequently left in the tins.

School of Photo-engraving and Lithography

CLASSES in all subjects relating to photography for reproduction processes, processes for relief printing, intaglio printing, and art generally will be resumed at Bolt Court on September 27. This school is under the management of the Education Committee of the London County Council, and is open only to those who are engaged in some branch of the photo-mechanical, photographic, designing, lithographic, engraving, printing and illustrating crafts; there is no provision for amateurs. The Art section of the school is intended for artists engaged upon work for reproduction, and students in these classes will have the privilege of having selected work reproduced, and every opportunity will be afforded them to obtain a knowledge of the various processes and their limitations.

The school is well equipped with the necessary appliances for study and practical work, and is under the direction of Mr. A. J. Bull, M.Sc., F.Inst.P., F.R.P.S., assisted by a large staff of most capable teachers.

London's J.I.C.

At the annual general meeting of the London District Committee of the Joint Industrial Council (Mr. Woodgate Stevens presiding), the annual report for the past year was adopted, and the following office bearers were elected: Sir Cecil Harrison, chairman; Mr. Woodgate Stevens, vice-chairman;

Mr. W. Whyte and Mr. F. A. Davies, joint hon. secretaries; and Mr. T. W. Boyd, treasurer.

It was decided to invite Mr. Bethell, past-Chairman, and Mr. T. Sproat, Chairman of the J.I.C. Organisation Committee, to address a meeting in London in October on the work expected of the J.I.C. District Committees, and it was agreed to leave in the hands of the Emergency Committee the preparation of a series of addresses during the winter months.

Mr. Stevens was cordially thanked for his services in the chair during the past year, on the motion of Mr. R. B. Simnett (President of the London Master Printers' Association), seconded by Colonel R. F. Truscott (Vice-President).

Profits in Details

THE smaller mechanical details of a typesetting machine may, at first thought, appear to be relatively unimportant. The Intertype vise-jaw adjustment, for instance, is considered one of the minor improvements. It saves only a few seconds each time a measure is changed. But multiply eight seconds saved by as few as fifteen changes every day, and then multiply again by 300 working days in the year, and you have actually saved ten hours. Intertype, Ltd., have just issued a most interesting booklet setting forth the last profit-making features of their machine. A postcard to the offices at 15, Britannia Street, King's Cross, W.C.1, will bring readers a copy by return of post.

On Composition and Rubber Rollers

By JOHN STARK

SINCE the inception of the composition or rubber roller on the offset press there has been much diversity of opinion as to the relative merits of these rollers and the old style leather grain rollers. Therefore at the outset of this article I am going to declare that it is my personal opinion that a rubber or composition roller will do all that the best leather grain roller that ever was built will do. Further, I would state that I have not used nor found the need of using a leather grain roller for several years, during which period I have done all classes of work on the offset press. Furthermore the saving in wash up time on composition and rubber rollers is so great that I cannot imagine why an owner of lithographic offset presses can afford to allow the continued use of leather grain rollers in his establishment. Notwithstanding my own personal experience and opinion on this matter, I have met a few pressmen who feel that they have to use one or two leather grain rollers on the offset press to get the desired results. One of the arguments for the continued use of leather grain rollers, which I have heard advanced on more than one occasion, is that they take care of a surplus of water which may occur on the offset press.

This, to my mind, is a superfluous contention. Why should this condition obtain on the offset press at all? With the dampers properly adjusted and in good condition, there is no necessity for any surplus of water, regardless of what kind of inking rollers is in use on the press. In fact, the minimum of water must be used at all times on the offset press.

A further factor in favour of the composition or rubber rollers is that they do not become greasy or soggy from continued washing up, as in the case of leather grain rollers, thereby enabling the pressman to obtain cleaner and better results with the elimination of this evil. In fact, to sum up the whole matter, I would say without hesitation that the composition or rubber roller on the offset press is an innovation which has not been given the credit and consideration to which it is entitled in the lithographic business, owing to the prejudice which some of us seem to have towards anything which is new or revolutionary. Regardless of this diversity of opinion, which seems to exist to a more or less degree among some of the pressmen in the business, we are face to face with the fact that there are presses which are equipped with both, or in some cases each kind of rollers, more especially in the East, as during my experience in the Western States I saw very few leather grain rollers being used on offset presses.

I will attempt to deal with the care of both leather and composition rollers, and since the composition or rubber rollers require very little special treatment I will deal with those first. It will usually be found that it will only be necessary to wash these rollers with gasoline in the same manner employed in washing the rest of the rollers on the offset press, finally dusting them with French chalk or powdered corn starch. In the event of these rollers commencing to feel a little too tacky it will be found that an application of carbon disulphide will restore them to their normal condition. On the other hand the

leather grain rollers are an entirely different proposition, and great care and skill is necessary at all times to keep these rollers in good condition for lithographing on the offset press.

It will be found that these rollers have to be scrubbed and scraped three or four times at each wash up before the pressman is able to get them in proper condition for the next colour. Sometimes sand paper on a wooden block is used for this purpose, while on other occasions a wire brush is used. Gasoline or benzine is used as a medium to free the ink during the scrubbing period, while a knife with a concave shape edge to fit down on the roller is used as a scraping medium—the edge on this scraper should be round and smooth, as a sharp edge would tend to cut the nap off the roller during the scraping operation. Leather grain rollers should not be scraped against the grain, as this has a tendency to loosen the nap, and soon ruins the roller altogether. Care should be taken to use as little gasoline as possible in cleaning leather rollers, because if an excess is continually used they will soon become saturated, in which condition they will be unfit for use as a medium for producing good work. In some press rooms it is customary to have two sets of leather rollers for each press, one for the clean colours and the other for the darker colours, and, while this is an advantage in saving wash up time, also helping to get cleaner colours, it will usually be found that it is necessary to reset these rollers in the press when changing from one set to the other.

It will now be seen from the foregoing remarks that composition or rubber rollers on the offset press are far superior in every particular to the grain on the leather rollers, and it is my opinion that it is only a question of time before these rollers will entirely supersede leather rollers as a medium for lithographing on the offset press. Furthermore I note that an enterprising New York firm have placed a mechanical appliance on the market for washing up the offset press without removing the rollers from the press. From what I observed during a demonstration of this machine I would imagine that it could not take care of an offset press which was using leather or grain rollers. This, to my mind, will be a great factor in bringing the composition or rubber roller into general use, as it seems reasonable to suppose that no lithographer will be able to afford to wash up his press in the old way if he can obtain a machine to do the work in a fraction of the time required by the hand method.—The National Lithographer.

Typon Products

THERE have been many improvements in the Typon products since they were introduced to our readers, and the largely increased use of them have suggested to the Typary and Typon Co., Ltd, the wise course of issuing a new catalogue which is really an instruction booklet dealing with the correct use of these methods. All who are interested in Litho offset rotogravure and process engraving should secure a copy of this and see for themselves something of the wide range of application these methods have, and also their effectiveness and simplicity.

Research on Lighting

A VERY strong committee was appointed in 1923 by the Department of Scientific and Industrial Research to consider and advise on the whole question of the lighting of buildings and to make recommendations to the Advisory Council. A preliminary report has just been issued, which, though containing no positive recommendations, is yet very interesting as showing the lines on which investigation and experiment are proceeding.

TRANSMISSION OF LIGHT BY GLASS.

It is well known that glasses differ amongst themselves in the facility with which they collect dust and dirt, a property which has a direct bearing on overhead charges in large factories with extensive window areas. Apart from this, however, appreciable differences have been found in the amount of light transmitted by various glasses, even when they are clean. This difference tends to become more marked as the light is more obliquely incident on the glass; and as this obliquity is greatest at the bottom of light-wells and in other situations where a maximum access of daylight is most essential, the question of transparency is deserving of study from the practical point of view. Measurements of transparency of various samples of glass have, therefore, been made, and the results will shortly be published in the series of reports to be issued by the committee.

The relation of the size and shape of windows and of the nature of the decorations to the illumination available inside a room is a matter of practical interest, especially in factories and in schools, where the design of the building is largely determined by considerations of access of daylight. The influence of these factors is felt chiefly in the case of seats or benches most remote from the window when the available daylight may consist very largely of light reflected from the walls or ceiling. The problem is complex, and many variables have to be taken into account; for instance, the ceiling of a room often receives most of its light by reflection from the ground in the neighbourhood of the window, so that the nature of the ground has an important effect on the results obtained. Experimental work is now being conducted in model rooms, under conditions which permit the size and shape of the windows, the dimensions of rooms, and the decoration of the walls and ceiling to be varied at will.

Another possible method of increasing the available illumination at places most remote from the windows is the use of prismatic glass, so designed as to direct into the back part of the room light that would otherwise be received only in the vicinity of the window. By the study of this subject it is hoped that information may be gained as to the best construction of windows for sub-ground and basement floors, and for rooms in the lower floors of buildings where light is obstructed by the presence of adjacent high buildings.

THE PHENOMENA OF GLARE.

Whilst it is a well-known fact that the exposure of the eye to a very bright object (such as the beam of a motor car headlight, or a powerful unshaded source of artificial light) causes "dazzle" or "glare," in the absence of any certain test, by which it can be determined whether or no a lighting installation is glaring

and liable to cause eye fatigue or injury, such recommendations for the avoidance of glare as have so far been made are mainly empirical. They are based on general experience, and form a useful indication of the precautions expedient to minimise the unpleasant effects of glare. Glare, however, is determined by many different factors, the actual brightness of the object viewed, its contrast with surroundings, its distance from the eye and the angle which a line from the eye to the source of light makes with the line of vision, etc. Until all these factors have been fully explored and the physiological nature of glare is understood, it is impossible to frame scientifically derived rules for its avoidance.

This investigation is necessarily a lengthy one, but, if successful, it should lead to results of fundamental importance in illuminating engineering practice.

THE EFFECT OF FLICKER.

This problem likewise deserves detailed physiological investigation. The irritating effect of a flickering source of light is recognised, but there is need at present of a definite test by which it can be ascertained if the fluctuation in intensity of light is such as to cause fatigue or inconvenience to vision. The problem has arisen in practice in connection with the use of metal filament lamps on an alternating current of low frequency; the customary frequency is 50 cycles per second, but in some districts a frequency of 25 cycles per second is used, and effects in this case require special attention. It is also a question of evident importance in connection with the effect on the eye of long continued viewing of cinematograph films.

THE EFFECT OF ILLUMINATION ON THE EASE AND ACCURACY WITH WHICH FINE WORK CAN BE CARRIED OUT.

This is a good example of a problem which is partly physiological and partly physical in scope. Whilst the response of the eye to higher illuminations is mainly a matter for the study of the physiologist any such investigation must clearly be combined with physical tests, such as measurements of the amount and distribution of the illumination provided. In addition the co-operation of persons thoroughly familiar with the industrial process studied is desirable. At the present time there is a widespread belief that inadequate illumination by imposing handicaps on the worker and destroying the sense of confidence and security on which efficient work depends, is detrimental to expeditious and accurate performance. Few authoritative data on this subject are as yet available, though the question is obviously one of great importance in industry.

The Home Office Departmental Committee on Lighting in Factories and Workshops suggested the desirability of experiments in co-operation with the Joint Industrial Councils of leading industries with a view to defining what constitutes "adequate and suitable lighting." To this end the active collaboration of the Joint Industrial Council for the printing trade has been secured in an investigation into the process of composing. Informative results have already been obtained in the first stage of this inquiry, and will be published shortly.



"Delivered in Plain Vans!"

"PLAIN VANS"—It has almost become a catch phrase— but one which by constant and skilful usage in a national advertising campaign, has also become an accepted symbol of discretion and secrecy.

Not only the Transport but every department of Fosh & Cross is prepared to serve you in the spirit implied by the phrase "Plain Vans."

As Printers to the Trade, with our clients' as well as our own reputation at stake, we offer you a service which combines the highest standard of work, with a strictly conscientious respect for your every confidence.

How soon may we deliver *your* work—"in plain vans"?



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Telephone:
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(Three Lines)

Telegrams:
'PRINTRADE'
LONDON



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THAN
40
PRESSES!

MIEHLES,
LINOTYPES,
PLATENS,
2-COLOUR OFFSETS,
1-COLOUR OFFSETS,
PHOTO PLANT,
BRONZERS

and a competent staff
of copy writers and
designers ready
to supply you
with—

*Good Print
for you to
sell at a
profit!*

3 SPEEDS — OR 30

WITH

BETTER RESULTS

Speed to suit the job

GREATER OUTPUT

The fastest speed the job will stand

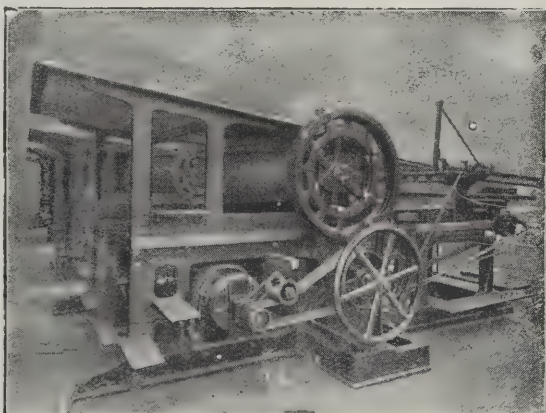
CUT OUT THE LINESHAFT

and adopt the

INDIVIDUAL ELECTRIC DRIVE

which gives the

RIGHT SPEED for EVERY JOB



Let us give you the benefit
of 25 years' specialisation in
Printing Press Equipments.

Electromotors
Limited
OPENSHAW MANCHESTER

Suggestive Hints for "Prospective" Journeymen Compositors

By G. A. SAYERS, Instructor London School of Printing

THE "Prospective" Journeymen whom the writer has in mind in the penning of these notes are more especially those who conform to the *original* interpretation of the *Journeyman* term.

Like all name-words, the origin of this word is most interesting, it undoubtedly having arisen from the common practice in the early period of printing—more especially perhaps in Germany—for a "printer" (who in those early days was not only a compositor or typesetter, but a pressman, or printer, likewise) after completing his term of servitude to hire himself out to other printers, sometimes in the same town or city in which he lived, or by *journeying* from town to town, working awhile here for one employer, and awhile there for another, with the express purpose—and *mark well the purpose*—not of wandering hither and thither, characteristic of "the rolling stone," but of gaining a wider and fuller experience of the varied phases of work pertaining to his trade, in order that he might the better qualify himself either as a future master printer, or as a craftsman in his, at that time, most mysterious though noble and enlightening calling.

SUGGESTION ONE.

To those compositors lacking in opportunity—and there are thousands of such in our country towns, far removed from technical school privileges—the emulation of the "Journeyman" idea is to be most heartily commended, provided such have the same set purpose controlling their motives: that of gaining experience and securing a wider and deeper knowledge of "craft" principles before settling down in life—to such we would say:

LAUNCH OUT

so soon as your apprenticeship days are over! Let not timidity deter you. Seek a wider knowledge of your trade by the practical application of its methods in other offices than that wherein you have received your training: "efficiency," "self-development of your own powers," and "self-confidence combined with independence of the only sane kind" (merit of personal craftsmanship) can only thus be acquired.

SUGGESTION TWO.

In these days of specialisation (commercially necessary, but severely handicapping to many of the indentured youths of our city printeries) our appeal would be:

MAKE SACRIFICES IN YOUR YOUTH,

those of you who feel the "interest killing" effects of your circumstances (a time may possibly come when the whole subject pertaining to the moral obligation of efficient training from those who accept apprentices will be insisted upon); secure and analyse carefully the various syllabuses of the printing technical schools, *think* out your own future, then seek to adapt the classes you have opportunity of entering to shape your chosen course. Should you if working within the precincts of the city not already enjoy the privilege of attending a day class at the London School of Printing, draw your employer's attention to the

facilities afforded to apprentices therein by securing a place there—a zest and interest perhaps not hitherto enjoyed will become your possession, while the knowledge acquired and interpreted in your work will more than compensate any sacrifice entailed by your employer.

SUGGESTION THREE.

To others, lacking in experience, desirous of acquiring, yet fearful of adopting the "Journeyman" method of equipment, opportunities of gaining the experience and self-confidence that the afore-mentioned gentlemen so sedulously sought and acquired, await you if you will but

SACRIFICE FIVE HOURS A WEEK.

Remember, nothing of real value can be acquired in life apart from work and sacrifice—seek and ensure a place early in the coming session in the composing, or, if your ambitions rise higher, the estimating, costing, or other classes provided for you in our technical schools.

GOLDEN PRIVILEGES ARE YOURS

if you will but determine to grasp them. Scientifically-trained men are daily in demand. Earnest, sympathetic and capable instructors await within the technical schools to aid you—are you *prepared to make the sacrifice?*

SUGGESTION FOUR.

To such as feel the spur to "launch out"—who have determined, through lack of technical or other opportunities, with set purpose to adopt the "Journeyman method" of a fuller equipment—

A WORD OF WARNING.

Be *self-reliant*—hitherto you have been surrounded by those who have (unconsciously perhaps) hindered the development of this important quality; they have been your "crutches"—as you launch out, your main support must be *yourself*. Your fellows, generally speaking, will be sympathetic and tolerant, but "will not carry passengers."

An all-important point, too, for you to consider is that many of your preconceived ideas as to style—not only of display composition, but such matters as concern "Style of the House"—may have to be cast aside. Your primary business in the early stages of your new surroundings will be to

ADAPT YOURSELF TO YOUR NEW CONDITIONS.

You will probably find plenty of grumblers around you; determine not to emulate their example, but try by quiet initiative to improve the general conditions, more especially with relation to the rule, "a place for everything," etc.

FINAL GENERAL SUGGESTIONS.

1. Make it your business to gain a knowledge of the general rules governing not only the composing room itself, but the establishment as a whole: even a timekeeper can influence favourably—and otherwise.

2. Note mentally at every opportunity any specialisation work carried on in your department. If you are not called upon to aid in its execution in the early days, a close observation of methods employed will enable you to rapidly find favour

when called upon to "carry on" in the absence of one or more of those usually engaged upon same.

3. Acquaint yourself rapidly with the "possessions" of case-room; the characteristics of type faces, places for brass rules, ornaments, initials, and all the etceteras thereof—"blind eyes" is not at all a nice slogan to be dubbed with from one's fellows.

4. Determine that as far as you are concerned

the "atmosphere" of your presence shall be *uplifting*—this can be assured if you ever adopt the "optimistic mood"—though all others be pessimistic.

Finally—Let each "journeyman" move that you make be "one better"—advance forward: soundness of character combined with efficiency and ambition of the right kind will eventually place you "on top." So—"Cheerio!"

Designs for Printing and Bookbinding

EVERY year the Society of Arts offer prizes for industrial design, including printing and book production, posters, showcards, price lists, &c.

The Society's report upon this competition states: "The annual competition of Industrial Designs was held for the third time this year, and it is satisfactory to note that on the whole the judges consider that the standard of excellence is very decidedly higher than on the two former occasions. In 1924, when it was held for the first time, the judges were disappointed in the quality of much of the work submitted, though there were a certain number of good designs which encouraged them to hope for better results in the future. Last year, although in one or two sections the work was still poor, in others there was a distinct advance. The Council have received assurances from many quarters that the competition has aroused the greatest interest among the students generally, and in some schools they are informed the work is being carried on with a zeal and earnestness which have never been known before.

"For the benefit of those whose work is approved by the judges for exhibition, it has been decided to start a Bureau of Information where their names will be enrolled if they desire to obtain employment as designers. The information will be placed at the disposal of manufacturers, and it is hoped that the Bureau will be of service both to manufacturers and designers.

"A larger number of firms than hitherto have this year offered special prizes for particular subjects. Some of these, e.g., Messrs. Lever Brothers' prize for advertising layouts, and Messrs. Rowntree & Co.'s prize for window display piece, are interesting as introducing new lines of work. Unfortunately, in both these competitions the designs submitted were not very satisfactory, but this is, no doubt, due to the fact that very few young designers have turned their attention to these subjects. The Council feel sure, however, that many will welcome the prospect of new fields being opened up for their talents, and they hope that more firms will come forward to encourage fresh ideas."

BOOK PRODUCTION.

In the section devoted to Book Production, the subjects were as follows: (1) *Either or both* of the following:—(a) a title page entirely set from type, with or without printers' ornaments; (b) a title page partly decorated; (c) Journal of the Royal Society of Arts. Size, Demy Octavo. (2) Three pages of text, with chapter heading, (3) (a) A line illustration, or (b) a colour illustration, the subject of the design being taken from a well-known book, and the design being suitable for illustrating a Crown Quarto page.

The awards are as follows:—

1 (a). "Sketches by Boz." A prize of £5 5s. to William Henry George Adams (350, York Road, Holloway, N.7). A prize of £3 13s. 6d. to Robert George Fenton (29, Strode Road, Willesden, N.W.10). A prize of £1 11s. 6d. also to Robert George Fenton.

1 (b). "The Pilgrim's Progress." A prize of £5 5s. to Henry L. Lewis (London School of Printing and Kindred Trades). A prize of £3 13s. 6d. to Ernest Edwin Allen (101, Corporation Road, Croydon). A prize of £1 11s. 6d. to Harold Augustus Brookes (18, Northport Street, New North Road, N.1).

1 (c). Journal of the Royal Society of Arts. A prize of £4 4s. to Frank Wm. Fordham (23, Casewich Road, West Norwood, S.E.27). A prize of £4 4s. also to Frank Wm. Fordham. A prize of £2 2s. to Harold Augustus Brookes.

2. Three pages of text with chapter heading. A prize of £6 6s. to Ernest Edwin Allen (101, Corporation Road, Croydon). A prize of £4 4s. to Ernest Edwin Allen. Highly commended: Robert George Fenton.

3 (a). A Line Illustration; and Sub-Section 3 (b) A Colour Illustration. The prize of £10 10s. is equally divided between Miss Marjorie Elizabeth Cochrane (Regent Street Polytechnic, London, W.) and Miss Joyce H. Davies (Liverpool School of Art). Commended: Arthur E. Barbosa (Liverpool School of Art) and Miss Joan Ivory Packham (Croydon School of Art).

Sub-Section 4 comprised the designing of a certificate in connection with the Royal Society of Arts Examinations. A prize of £7 7s. is awarded to Robert George Fenton (29, Strode Road, Willesden, N.W.10), and a prize of £3 3s. to Ernest Edwin Allen (101, Corporation Road, Croydon). Highly commended: Robert George Fenton and Frank William Fordham.

In regard to Sub-Section 5, which comprised the designing of a binding for "The Pilgrim's Progress," in either cloth (blocked) or leather (tooled), the report states: "The judges are pleased to note a general improvement this year in the standard of work submitted. The number of exhibits is still rather small. More attention has been paid to designs for cloth binding than hitherto. A point which is inclined to be weak in every case is the method of treatment of the back. In some instances no back was submitted. This must of necessity bar the designs in question from receiving an award." The prize of £10 10s. is awarded to William C. Reeves (Hammer Smith School of Art). Commended: Miss Evelyn Gray (Battersea Polytechnic) and Miss Doris Pope (Folkestone School of Art).

In respect of these competitions, the report states: "We are of the opinion that the exhibits this year show a decided improvement on those submitted in previous years. In some sections it has been difficult to place exhibits in order of merit, but, taken generally, the typographical work is of a good standard. At the same time it was necessary to reject a number of examples which, if the standard of the competition had been realised, we are sure would not have been submitted. Further, we note with interest how mechanical composition has been employed in these competitions."

LAY-OUTS.

In respect of prize offered by Messrs. Lever Brothers, Ltd., for the best series of six lay-outs for Sunlight Soap press advertisements, the judges state:—"The work generally is of a mediocre standard. The idea that an illustration is all-sufficient seems to run through these entries. The prizes have been awarded to students who have shown neatness rather than creative conception. In designing lay-outs students should aim at balance between illustration, type and white space rather than a pretty or good illustration, leaving space and lettering to look after themselves. Students taking up this work should not follow the popular conception of a lay-out which is in great vogue just now, but create something original, as the purpose in advertising is to catch the public by something which is quite new. It will be seen in the present display of work that this has not been attained. The successful competitors have merely followed work which is appearing in almost every newspaper to-day. As to treatment in technique, this can be considered with advantage by the students, for some treatments lend themselves to reproduction in the newspapers, while others, of a finer nature, are suitable for magazines only, and quite unsuitable for newspaper printing." Prizes of £5 each are awarded to: — Miss Olive G. Bourne (Croydon School of Art), Miss Dorothy Cullen (Croydon School of Art), George Robert Fathers (59, Radcliffe Road, Fulham Road, S.W.), Miss Louisa S. Knowles (Liverpool School of Art), and Horace Arthur Stephens (Battersea Polytechnic).

MAGAZINE COVER.

In respect to the design for the cover of a house magazine or a price list, the judges remark:—"The title of 'House Magazine' seemed to mislead many competitors. The treatment of the front cover for a magazine issued by and dealing with a firm's activities should offer a delightful

scope for the artist. The designs for 'Price List' covers were poor, and most of the entries were ordinary in conception and treatment." The first prize of £17 10s. is awarded to: Miss Verna C. Stead (Royal College of Art, South Kensington, S.W.). The second prize of £7 10s. is awarded to: Ralph Ramm (7, Queen's Road, Brentwood, Essex).

SHOWCARDS.

About the showcards for prizes offered by Messrs. A. J. Caley & Son, Ltd., the judges remark: "The entries as a whole showed great promise. In many instances, however, although well drawn, the designs were not specially suitable for the purpose of advertising chocolates, and would have been more useful for other products. Some of the selected entries, however, showed that very careful thought and consideration had been given to the subject, and the designs and slogans were both appropriate and attractive. It is suggested that more thought be given to the subject of the Advertisement in any future competition, and although some designs were highly artistic, they should not lack colour and brightness for the purpose of a Confectioner's Window Bill." The first prize of £30 is awarded to: Miss Marjorie M. Trueman (Nottingham School of Art). The second prize of £15 is awarded to: Ernest Argyle Oldham (Nottingham School of Art). The third prize of £5 is awarded to: Fred A. Horn (Bradford School of Art).

POSTERS.

Several striking designs were submitted for season ticket posters for prizes offered by the Underground Group of Companies. The first prize of £10 10s. for the design showing the most original idea is awarded to James Browning (Battersea Polytechnic). The first prize of £10 10s. for the design showing the best draughtsmanship and execution is awarded to: Miss Margaret Reynolds (Battersea Polytechnic). The second prize of £5 5s. for originality of idea to: Miss Norah Frances Staite (Manchester School of Art). The second prize of £5 5s. for draughtsmanship and execution to: Gerald Leake Searson (Nottingham School of Art).

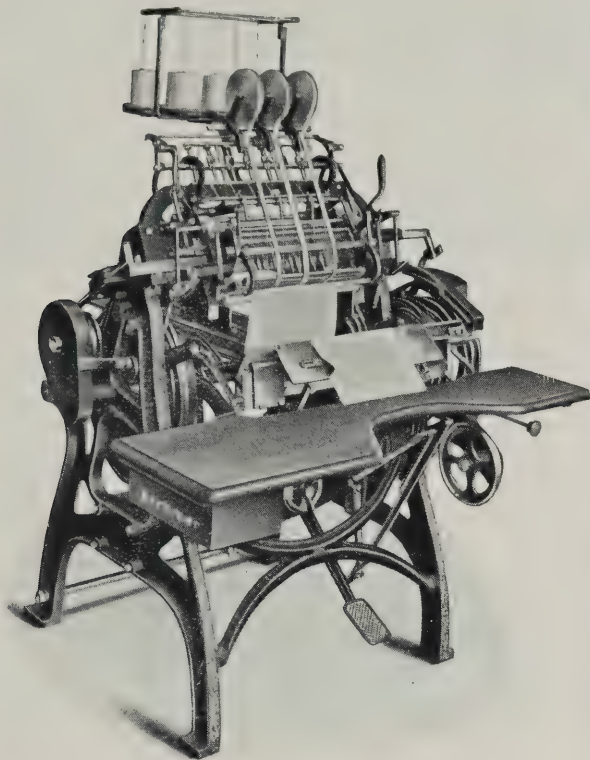
END PAPERS.

In respect of prizes offered by Charles Letts & Co., for a design for a front end paper to be used in their diaries, the judges state: "Many of the designs showed considerable merit, but a number of those who entered the competition rather lost sight of the fact that an essential condition was the composition should be of such a nature as to admit of a certain modification of proportion, so that the same design could be used in various sizes of pocket diaries. A number of competitors made this impossible by putting a definite border essential to their picture. Endpapers have, of course, to be folded in two, and certain competitors spoil their chances of success by arranging the chief figure of the design to come in the centre. Such a design would obviously be spoilt by folding. Although the entrants were not numerous, the judges, in addition to awarding two prizes, felt justified in highly commending a number of other designs." The first prize of £20 is awarded to: Alfred K. Wiffen (Nottingham School of Art). The second prize of £10 is awarded to: Tom Lindsay (The Studio, Clarkston, Glasgow).

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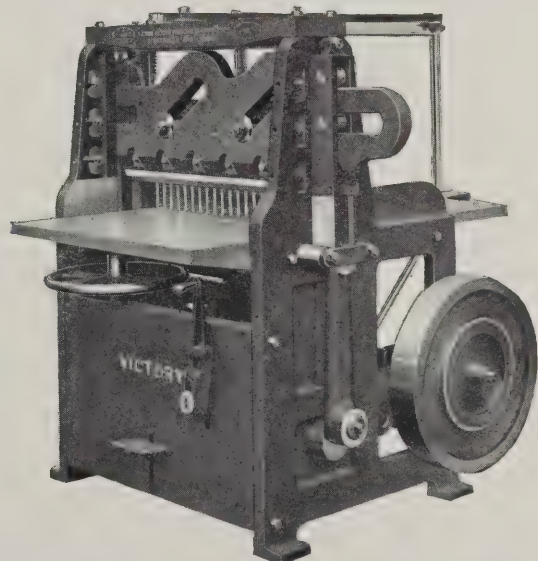
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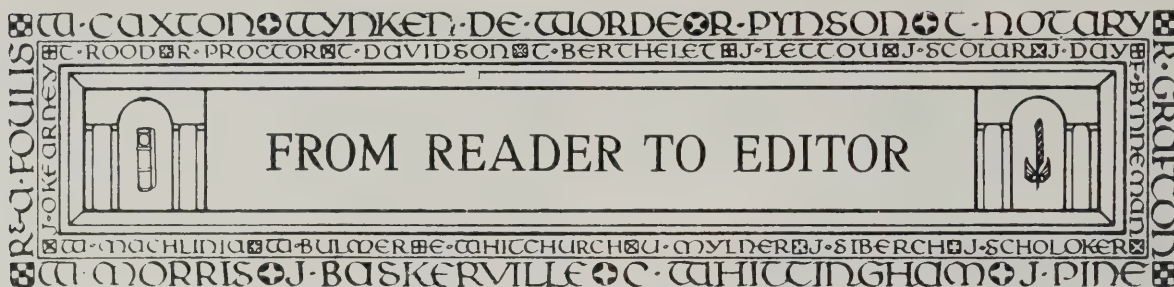
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MACHINE CO., LIMITED**

Backfriars House - LONDON, E.C.4

Works: BIRKENHEAD.

Telephone No: City 1050



Industrial Peace

The Editor, CAXTON MAGAZINE.

Sir,—“Economics” is a subject very much in prominence at the present time, and recent utterances of leading men in the printing industry lay stress on the importance of a knowledge of fundamentals as the basis of industrial peace.

There must be hundreds of young men taking an intelligent interest in trade affairs, who would be glad of an opportunity of improving their knowledge of Economics, and I am therefore prompted to bring to your notice a movement likely to interest many of your readers. I refer to the useful course of Industrial History and Economics conducted under the auspices of the National Industrial Alliance (an amalgamation of the National Alliance of Employers and Employed and the Industrial League and Council).

This body is entirely non-political: its object is the furtherance of economic knowledge, and its Council comprises men well known in industrial circles—employers, trade unionists, and others. Branches exist in most industrial centres.

London courses have been held at the School of Economics, also at the offices of the Alliance. Each class is directed by fully-qualified tutors, and past students have secured a goodly measure of success at the Senior Examinations in Economics held by the London Chamber of Commerce.

Application to Mr. E. F. Leicester at 25, Queen Anne's Gate, S.W.1, will bring full details of forthcoming courses, *which are entirely free to approved entrants*, and employers generally would do well to follow the example of prominent men among the book publishers, and also the ink makers, who accord the movement their practical support, and encourage their employes to do likewise.

Yours faithfully,

202, Eardley Road, G. H. PARKER.
Streatham, S.W.16.

Where Printing is Done

The Editor, CAXTON MAGAZINE.

Dear Sir,—We were very interested in the table showing the towns where the printing of Great Britain is done, which appears in the current issue of THE CAXTON MAGAZINE. We were, however, rather surprised to notice that Carlisle, a town of between 50,000 and 60,000 population, was not mentioned in the list.

As you know, Messrs. Hudson, Scott & Co.'s works are situated here, and their employes total several hundreds, who are engaged on high-class work. There are, at least, 100 members of the T.A. in the town, beside lithographers and other grades of workers, who altogether total quite a respectable number and compare very favourably with many towns of a similar size.

We are not writing in a censorious spirit, but naturally we like to see our own town mentioned when it compares so well with others.

Yours faithfully,

English Street, CHAS. THURNAM & SONS.
Carlisle.

House Organs

The Editor, CAXTON MAGAZINE.

Dear Sir,—We are very interested in your article in a recent issue of the “House Organ.” We have had some experience in producing house organs, and the conclusion we have come to is that it must always be written by someone who has an intimate knowledge of the business. It cannot be done by an outside firm, who turn it into a commercial production, which it looks like and always is. Our experience is, that it should contain nothing in the nature of advertising whatever, but should be on the lines of the house organs produced by large firms, such as Cadbury Bros. and Gas Co.'s, etc.

Yours truly,
Bridewell Place, SAMUEL JONES & CO., LTD.
London, E.C.4.

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If so, you should read “THE BRITISH STATIONER” each month, the leading Journal in the ‘Stationery Trade’ and Official Organ of the Stationers’ Association of the United Kingdom.

PARTICULARS OF SUBSCRIPTIONS
FROM THE PUBLISHERS:

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Fifth Annual Convention for Printing Instructors in America

FOUR major themes were stressed at the fifth Annual Convention for Printing Instructors, held this summer at the United Typothetae of America School of Printing, Indianapolis. These were:—(1) Progress in Printing, from the standpoint of the industry; (2) Objectives in Printing Instruction; (3) Lesson Material; and (4) Shop Problems.

The official registration shows that seventy-five persons were actually in attendance at the various sessions, probably the largest group ever brought together in the direct interest of printing education.

Educational administrative officers were represented by Dr. C. B. Connelley, Director of Industrial Relations of the Carnegie Institute of Technology, and a member of the Board of Education of the Pittsburgh Public Schools; E. E. Sheldon, Supervisor of Training, The Lakeside Press, Chicago; L. R. Abbott, Director, Department of Manual Training and Industrial Education, Grand Rapids, Michigan; J. E. Fintz, Co-ordinator of Apprentice Training, Board of Education, Cleveland, Ohio; Allan Robinson, Principal of the Ottmar Mergenthaler School of Printing, Baltimore, Maryland; and Ralph W. Polk, Principal of the Robidoux Polytechnic School, St. Joseph, Missouri.

The general printing industry was represented by Harry L. Gage, member of the International Typographic Council; Thomas Knapp, Mergenthaler Linotype Company of Chicago; Burt F. Tomlinson, Mergenthaler Linotype Company of New York; Craig Spicher, Miehle Press Company of Chicago; and David Henry Mallalieu, Lanston Monotype Company of Philadelphia.

The United Typothetae of America was represented by Harry L. Gage, Vice-Chairman of the Committee on Education; John Clyde Oswald, Secretary of the Committee on Education; Julian Wetzel, President of the Indianapolis Typothetae; E. A. Kelley, Executive Secretary of the Indianapolis Typothetae, and about fifty members of the Indianapolis Typothetae; Dr. Francis H. Bird, Director of the Department of Research; Fred J. Hartman, Director, and Henry T. Hemming, Assistant Director of the Department of Education; Superintendent T. G. McGrew, and the members of the Faculty of the School of printing.

In addition there were some forty teachers and students of printing in attendance.

EXPERIENCE MEETING.

The opening session on Wednesday morning, June 30th, was in the nature of an "experience" meeting. E. E. Sheldon, who for eighteen years has been identified with the great plant school of the Lakeside Press, spoke of his personal experience as a schoolmaster, who became a teacher and an administrator of printing instruction. T. G. McGrew, who has been connected with the United Typothetae of America School of Printing, Indianapolis, almost from its beginning, gave his experiences as a printer who entered the teaching field. Dr. C. B. Connelley, a pioneer in industrial education, one of the group of three men selected twenty-five years

ago by Andrew Carnegie to outline and plan the scope of the Carnegie Institute of Technology, with which he has been connected ever since, one of the original nine of the school directors chosen by the courts of Allegheny County, Pennsylvania, to reorganise and promote the public school educational system of Pittsburgh, and for four years Commissioner of Labour and Industry of the Commonwealth of Pennsylvania, gave freely of the wealth of his experience which covers almost a life time in the special field of industrial education. The intimately personal and informal manner in which these talks were given brought out information that was invaluable to teachers of printing.

PROGRESS IN PRINTING.

This theme ran through the entire programme. The purpose was to give to teachers of printing in as concrete a way as possible the latest developments in the industry. The general subject was introduced in a very fitting manner by an illustrated lecture, "In the Steps of Gutenberg," by John Clyde Oswald, of New York, tracing the evolution of printing from the inscriptions in the stone age to the art of the masters in the craft. Harry L. Gage, of New York, followed with the subject "Progress in Typography." He emphasised his remarks by criticising representative books printed in France, England, Germany, Italy, and the United States. Had the two speakers collaborated in their talks they could not have presented a more perfect sequence of highly interesting information.

Progress in linotype was discussed by Thomas Knapp, Department of Education, Mergenthaler Linotype Company, Chicago; Craig Spicher, of the Miehle Press Company, Chicago, speaking on the "Progress of Press Work" on Thursday afternoon, gave an inside story which he received from a close associate of De Vinne, which was given in public for the first time. He illustrated his talk with a number of valuable charts which were made the property of the U.T.A. School of Printing, Indianapolis. "Progress in Monotype" was given on Friday afternoon, July 2nd, by David Henry Mallalieu, Lanston Monotype Company, Philadelphia.

OBJECTIVES IN PRINTING INSTRUCTION.

This general subject was discussed in both a morning and afternoon session. Facts brought out in a survey of printing education in some three hundred schools, made by the U.T.A. Director of Education, furnished a background for the discussions.

Printing as a Manual Training Subject in an Elementary Public School was handled by a well-known authority on manual training, L. R. Abbott, Director of the Department of Manual Training and Industrial Education, Grand Rapids, Michigan. This paper was commended as an outstanding treatment of the subject. J. E. Fintz, Co-ordinator of Apprentice Training, Board of Education, Cleveland, Ohio, a printer and a teacher, gave the results of several studies that he had made of print shops and printing schools in his talk on "Printing as a Vocational

Subject in a Junior High School." A paper on "Printing as a Cultural Subject in an Academic High School," by H. R. Hayes, Director of Printing, Denver Public Schools, Denver, Colorado, was read by another in the absence of Mr. Hayes. The latter contends that "printing in academic high schools is a cultural subject, of greater possibilities than any other industrial subject, has a greater influence on the student body, creates interest and holds students in schools longer than any other subject." C. Neville Walker, head of the Department of Printing at the Cass Technical High School, Detroit, Michigan, outlined the "Objectives in Printing Instruction in a Technical High School." The objectives in a part-time school, as well as in a technical high school, which is a part of the public school system of Baltimore, Maryland, and is backed by the Typotheta of Baltimore, was told in the story of Ottmar Mergenthaler School of Printing by Allan Robinson, principal of the school.

LESSON MATERIAL.

Hugo Jahn, of the Department of Printing, Wentworth Institute, Boston, author and a critic of printing text-books; speaking on "Text-books on Printing," made a selection of twenty typical books, and gave a brief criticism of each one. The U.T.A. Lesson Material was discussed by Henry T. Hemming, Assistant Director of the U.T.A. Department of Education. Mr. Hemming traced the development of the production of this material, and gave a very striking chart talk, comparing this material with other text materials on the market. Ralph W. Polk, Principal of the Robidoux Polytechnic School, St.

Joseph, Missouri, a well-known author of printing text-books, showed how teachers of printing could profit by using the representative trade journals and literature as lesson material.

THE NEXT STEP FOR TEACHERS OF PRINTING.

"What are we going to do about it?" was asked more than once during the discussions of the convention themes. The answer came in the concluding address of the convention on "The Next Step for Teachers of Printing," by Dr. F. H. Hird, Director of the U.T.A. Department of Research. He stressed the necessity of a national teachers' organisation, and presented a tentative constitution and by-laws. It was decided to submit this to the 3,000 printers of the country through The Printing Instructor and other means. It was agreed further to hold during the year regional conferences in connection with representative schools of printing in the various sections of the country.

Efficiency of Production

FROM October 8 to 11 a week-end conference on Efficiency of Production is to be held at the Queen's Hotel, Hastings, in connection with the Home Counties Master Printers' Alliance. In addition to members of the Alliance, works managers, departmental managers, chief order clerks and costing clerks, who may be introduced by members, will attend. The speakers include Mr. O. V. Viney (President of the Alliance), Mr. J. A. Stenbridge (President of the Federation), Mr. H. H. Potts (Hastings), Mr. W. H. Sessions (York), Mr. Ernest Pheby (London), Mr. A. E. Goodwin, Mr. D. Greenhill, Capt. W. L. Bemrose (Derby), Mr. A. Williamson (Costing Secretary), Mr. V. E. Goodman (Dunstable), and Mr. T. Griffiths (London). A very interesting programme has been arranged, and a large and profitable conference is expected.

Strike Expenditure of the L.S.C.

"Now that the half-yearly accounts are published, we can obtain a rough idea of how the General Strike has affected the funds of the L.S.C. The statement does not extend beyond June, so the full amount of the financial damage cannot be seen. It is clear, however, that in the May-June period the strike expenditure was close on £50,000; from this it is safe to assume that by the end of the year the total will rise to something near £80,000. The general income and expenditure, including the cost of the strike, during the whole half-year, shows a loss of £42,606, which, luckily, the funds were well able to sustain. It will be seen, therefore, that the L.S.C. has weathered the storm, so far, without calling for any additional levy from its members.—London Typographical Journal.

Miscellaneous Advertisements

WORKS MANAGER, experienced organiser and capable supervisor; excellent testimonials; holder of technical certificates; unattached.—Write E. C. Witt, 49, Richmond Park Road, East Street, S.W.14.

YOUNG MAN, fully conversant M.P.F. Cost-finding System, capable estimator, thoroughly experienced all branches, full technical knowledge, desires change. Excellent references.—Reply to Box 41, CAXTON MAGAZINE, Avenue Chambers, 4, Vernon Place, Southampton Row, London, W.C.1.

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The Caxton Magazine

ESTABLISHED 1899

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THE CAXTON MAGAZINE

A PROGRESSIVE ORGAN
OF THE GRAPHIC ARTS

Edited by A. E. OWEN-JONES

Lord Burnham on the Progress of Printing

A VERY successful meeting was held at the Stationers' Hall, London, to present the prizes and certificates gained by the London technical students at the examination held by the Technical Board. Mr. Howard Hazell presided, and in opening the proceedings said:—

I always consider that this evening is the most important gathering in the year's record of the London School of Printing, for we are gathered here to-night to present rewards and prizes to those successful students at the examinations recently held. The past year has been one of considerable success in the school, and the number of students amounted to over 2,600.

A NEW RECORD.

We thus establish a new record, for that is the greatest number of students we have ever had in one year. These students are not satisfied with attending one course alone, for the total number of students attending classes amounted to 3,300, which shows that many have taken two or three classes. The coming year is going to break our previous record, for two hundred more students enrolled than at this time last year, so if that progress continues we shall have a large number indeed. One hopeful feature is the large number sent by employers in working hours, without deduction of pay, to attend the classes. Thirteen hundred of these apprentices attended in the past year during working hours. Your successes at the recent examinations have been notable. You have obtained all the silver medals granted by the Stationers' Company and the Printing Industry Technical Board, and many successes at the City and Guilds London examination.

MORE ROOM NEEDED.

We have had the advantage in the past year of the additional space we obtained by the extra floor built on top of the building. That has added to our convenience, but if our numbers continue we shall soon be pressing the London County Council to give us additional space. I hope it will not be very long before the whole of that island site will be covered by a larger and better building, worthy of the great work going on there. The past year has been notable also for the introduction of scholarships. The Winterbottom Book Club Company founded for apprentices a Binders' Scholarship of £100 per annum, and intend to continue this in the future. The Newspaper Proprietors' Association have granted a scholarship of £150 per year for London printers, and all these scholars, ambitious and capable craftsmen, are enabled to attend the whole-time course for master printers' sons, and by that course they obtain a wider knowledge of the industry and train themselves for occupying a responsible executive position in the future. Next year an additional scholarship, which I have founded, will be offered for master printers' sons, and it will be controlled by the Federation of Master

Printers, and can be held at any suitable technical school in London. But many of the master printers' sons who want that scholarship will go to the London School of Printing for the satisfactory training given there.

THANKS TO DAILY NEWS.

We wish to record the gratitude of the Council to The Daily News for having given a rotary machine to the School, in order that the machine-minders may learn how to run the machine, and to show how it is needed the class is already filled, and we are considering whether it will not be necessary to have a second class. The manufacturers of the Kelly Press and Vertical Miehle have each given a machine, and Messrs. Mann have given an offset litho machine with automatic feeder. This is a proof of the generosity of these firms and their belief in the good work done at the School, and their anxiety that this School should have the best and latest types of machinery in order that the instruction we give may fit you to occupy any position in the future.

We have also started classes on general education for apprentices in their first year, for we found that many of the young lads who come to us are not sufficiently educated. Their general education has not been carried sufficiently far to give them the full benefit of the instruction to be obtained at the School, and I would urge all employers to grant to their first-year apprentices additional time to attend these classes, which are arranged at the School in Kingsway. The boys benefit, and the employers ultimately benefit.

I said that the School had broken its record in the number of apprentices, and in other ways I hope in the coming year the School will again break its previous best record. I wish each one of you in your coming year may break your previous best record. May you win further prizes and certificates. May you perfect yourselves in the knowledge of your craft, and may you, a year hence, feel that you are still better able to be a master of the great craft to which you belong.

We are honoured to-day by the presence of Lord Burnham. He has been good enough to come here to-night as a proof of his interest in the work, and great belief in the necessity for good technical education. It is quite unnecessary for me to introduce Lord Burnham to anybody who knows anything about paper or print. I will now ask him if he will be good enough to address you and then present the prizes.

ONE OF A THIRD GENERATION OF PRINTERS.

Lord Burnham: I should like to say how high a compliment I esteem it to be invited by the Stationers' Company and Printing Industry Technical Board to take part in the annual meeting for the advancement of technical training and education in the printing trade, which is being held this evening in this historic hall. I feel especially grateful

because I am in the nature of things at the end of the third generation of a family of master printers in the city of London, which has long carried on its industry in the close neighbourhood of this building. Nobody feels more than I do the necessity of our maintaining the standards of craftsmanship which won for the printing trade of this country its high place in the eyes of the world. You all know that Great Britain has depended for the prosperity of its population upon the thoroughness of the work which has been done in the staple industries of the country. Even more in the future than in the past, when competition is so keen not only in the old world, but in the new, unless we sustain our high reputation and make sure that there is no falling away in the quality of what we turn out, is it necessary to keep on improving on our record, and making sure of our footing. It is a great satisfaction for me to hear so good a report of what has been done during the past year. We have to make sure that in craftsmanship and accomplishment in the printing trade there is no falling away, but a constant advance relative to what is being done in other countries, for, of course, in spite of everything, the world is always being drawn closer together in commerce and interchange.

PRINTING BOTH IMITATIVE AND CREATIVE.

It has been said of printing that it is the art which is the preserver of all arts. I do not know whether it is meant that we keep all other arts in stock or cold storage, but it is true that printing is in a real sense a key industry which the world cannot do without, and, in spite of all new applications of science, never will, I imagine, be able to do without. Printing is an art which is both imitative and creative. As you will know, especially those who listened to some of the admirable lectures given last year, the early printers were, of course, in the first place forced to imitate the art in which they made so drastic a revolution. The earliest printing was copied from those beautiful manuscripts which you can see in our museums, and which, of course, in this country, as well as in others, was carried out in monastic foundations and collegiate schools with taste and workmanship which will never in these days be matched. We are, of course, always carrying printing to further stages of development. Lord Rosebery said that the speeches of old could not be reproduced by the colourless photography of printed record. Well, of course, that would not be true to-day, though only thirty years have passed since then.

TECHNICAL ADVANCE IN NEWSPAPER PRINTING.

I do not pretend to be able to speak with authority or even with knowledge on general printing, and so this evening I shall content myself by dealing with that part of the printing industry which is concerned with newspaper offices such as I have known from my boyhood onwards. I do not claim that on the æsthetic side we have done in newspaper offices nearly as much as in general printing offices for the improvement of printing as an art. We have devoted ourselves much more to the mechanical side of the industry. And, although I quite admit that in a mechanical age more and more must everything be mechanicalised, still the artistic merits of printing are much more due to the general printer than they are to the newspaper printers. Moreover, in our own offices the true artist does not get his fair return as compared with the other pressmen. The artist in a newspaper office is the man who designs pages. He cannot

do much, but there are sometimes quite artistic achievements. Those printers who best deserve the name of artists are not those who are best rewarded in the time of their working life. I hope, however, that in the natural course of things even in newspaper offices the best work which calls for imagination as well as craftsmanship will be held in proper esteem and will be considered of prime value.

AMERICAN INFLUENCE.

I said that as a rule we were more interested in mechanical improvements. Well, it is a curious fact that we owe most of the technical improvements in our daily newspaper offices—and not only in our daily newspapers, but also all newspapers—to American enterprise and example. That is not the case with regard to general printing, though I think all those on this platform will admit that in the case of magazines and colour printing America has made great strides and done much of surpassing merit. So far as daily newspapers are concerned, there is no doubt that the Americanising in the production of the papers has not vulgarised them, but has raised the standards which we seek to attain. The best work that is done depends on the contrast, and may I say that, as in higher matters it is congruity that counts for most, so in printing. I am speaking from my own knowledge of newspaper printing only. It is harmony in contrast at which we ought to aim. In America the newspaper printers have been undoubtedly the pioneers in type faces. At home the old idea was to get as many faces as possible. Now we aim, and successfully, I think, in grouping together as many types of one family as will give us the best result from the æsthetic as well as, of course, we must admit, from the commercial point of view. There has been a great change necessitated by the new use of our raw material. Up to twenty-five years ago all our paper was damped for the printing press. You had to dig in to the paper to produce any result worth speaking of, and since the damp-paper year has passed there has necessarily been a falling away of type values. In these days you would say it only kisses the paper as it passes over the rotary machines. This has meant an adaptation of our means to the end, which, of course, was economy of resources and saving expenses in actual production. And here again our craftsmanship has had to adapt itself to our new uses. The real triumph, or at least the progressive advance, of newspaper printing has been all in display and illustration.

PERHAPS COLOUR FOR NEWSPAPERS?

As I know from the pages of our own paper, and even in my own time, the whole of the product seemed one black mass of ink. How different is that from the paper as it is turned out to-day, and I believe myself that the line of advance must be in greater contrast, perhaps in colour, but certainly in design, and that, although we are working at greater speed than ever, with devices that are increasingly automatic, I believe that will be accomplished. On the whole, I think—and I am disposed to believe others will be in agreement with me—that, whilst we have mechanicalised the newspaper trade to the point it has reached to-day, we have never had such good craftsmen in our offices as we have now. It would not be fair to say this is due to our technical training. It would, however, be right to tell you that in order continuously to raise our standards and to make development possible in pursuit of what is fair and good to look

at as well as what is profitable, we look to technical training continuously to train the hand and eye of those who are in the mechanical departments of our newspaper offices more effectively. That makes the prospect before you so good as it is. There can be no doubt the higher and better the craftsmanship in our trade, the more we shall appeal to the public eye and taste, and therefore the greater will be the returns at our disposal, which are often now divided among the working staffs of the newspaper offices.

THE FINANCIAL RETURN TO LABOUR.

I had occasion to point out in the trade dispute which disfigured the whole of our industry so recently that any return received by the shareholders of the paper with which I am connected was not one-third of what was distributed among our mechanical departments. That, I believe, emphasises the point that the better you are trained for the art and craft which we practice, the better are your prospects in life. I never distinguish between life and livelihood. The proportion is as much for one as for the other, and I firmly believe that a good citizen is much the better who is also a good workman. So far as our London news offices are concerned, as you well know, apprenticeship is a thing of the past. There are more reasons for this than the aversion of the trades unions. There is no doubt that modern conditions of newspaper offices are not favourable to production. In other trades the apprentice was able to see all sides of the trade, and no doubt that gave him experience which added greatly to his trade skill and value. That is hardly possible now. Besides, workmen had some reason to complain when they found boys doing men's work at a boy's wage. Our own head printer told me that when he was twenty-one years of age, and I knew him to be later an accomplished craftsman, he was only getting eight shillings a week. That seems a little strange, having regard to the wages paid according to the scales which are at present the rule in newspaper offices. Therefore, we must not lament too much on the disappearance of the apprentice in the newspaper part of the printing trade. On the other hand, as you know so well, it plays still an important part in the trade as a whole. We want to get all we can out of what is still left to the apprenticeship which makes for efficiency and for artistic skill. On the other hand, considering the disproportion of the wages devoted to the mechanical staff in the newspaper offices compared with the general printing, it is quite clear that apprentices trained elsewhere have a future in our branch such as I do not think they can expect to have within their grasp in the other spheres of printing work. It is quite true that in the provinces there are still apprentices in the newspaper offices, and that, of course, helps to establish the general practice that in our own offices we draw from the provincial newspaper offices as well as from the general trade for the men who are called upon to display a degree not only of efficiency, but of rapidity, in their work such as is necessary in newspaper production, where time is of the essence of the question.

THE VALUE OF TECHNICAL EDUCATION.

I am glad to think that due regard is paid to these things by the London School of Printing, and it only makes me, as chairman of the Newspaper Proprietors' Association, more anxious than ever to see that in the gradual disappearance of apprenticeship in our part of the industry we shall have full compensation in the great extent and the better

value of technical training for the printing trade as a whole. Such I feel to be the aim of our meeting here this evening. A great deal is done now by way of example as well as by precept to show those who are prepared to know what was the life of a printer, to show what his past achievement was as well as what is possible in latter-day advantages. I sometimes wish, Mr. Chairman, that we had in this country a building such as the Plantin Museum in Antwerp, where you can see at every stage the development of the printers of the past and with the finest models. The family of printers living there were in essence merchant princes, moving in the esteem of their fellow citizens, keeping our trade at the point of honour and distinction to which we believe it should always rise. You can go through the rooms there and see how in our century, almost in our decade, the improvements were made which have brought the art of printing to its splendid glory. It would be as well if this great Company were able to display in much the same way the art of printing as it has been developed historically from the days of Gutenberg and Caxton. We have done it in other directions. I am myself the trustee of the London Museum, which in the old palace of the Dukes of Sutherland now, as you know, gives an historic display of London, though not as complete as we wish.

THE NEED FOR A MUSEUM OF PRINTING.

I would only say in conclusion that I hope the Stationers' Company may take up this question of a museum of printing in a proper place, which would enable us to study the art in every phase of its development, and enable those teaching it in the technical schools especially under this Board. We have a great tradition in our industry. Like all great traditions, it is rooted in a glorious past, and looks forward to an ideal future. That is the way I regard the profession with which I have been associated now since I left the University, and it is in that spirit I recommend to you that in all you do you take advantage of the offer to you such as was not given to other generations of printers in this city; and, while you look to the traditions of the past, there are still ideals before you such as the past printers gone before you never had the chance to attain, and therefore, always advancing on the right lines, you may excel even the best that has been done and that has come down to us in this twentieth century.

After the distribution of prizes, hearty thanks were given to the Chairman, Lord Burnham, and the Worshipful Company of Stationers, who had granted the use of the Hall.

Achievements at the London School of Printing.

THE London School of Printing and Kindred Trades has to be congratulated on the success obtained in open competition during the past session. Ten students have obtained all the silver medals, and special prizes awarded by the Worshipful Company of Stationers, also all the prizes in the competitions held by the Royal Society of Arts for the improvement of book production have been gained by those associated with the School. Although students are not now specially prepared for the examinations held by the City and Guilds of London Institute, one of the students has been awarded the silver medal and first prize—the only award to a London candidate.

Opening of Thos. Forman & Sons' New Works at Nottingham

AN interesting and memorable event took place on Friday, September 3, 1926, when the new works of Thos. Forman & Sons at Hucknall Road, Nottingham, were officially opened, and a presentation of his portrait in oils made to Mr. James Forman, the head of the firm, by his employees.

In asking Mr. Forman's acceptance of this gift, Mr. A. Pike (the manager of the letterpress machine department), speaking on behalf of the whole of the employees, said that in all his experience he had never known a presentation meet with a more spontaneous and unanimous response. The reason for this, he said, was easily explained, as Mr. James Forman had for many years taken a personal interest in their welfare. During the trying years of the war, he and Mrs. James Forman, on behalf of the firm, looked after the wives and dependents of those who joined up, and the wives and dependents of these men held them in reverence for their kindness to them in their hour of need. The employees were proud of the firm and its record; they were proud of their new works and its generous head. Could he wonder, then, that they should want to do something in return for his long and unflinching kindness to them?

Mr. Pike was ably supported by Mr. G. W. Knightall, who said he had known Mr. James Forman for a great many years, and he had not only been hard working, but he had been enterprising, and had taken risks necessary to the development of the business. In recent years he had been assisted by his son, Mr. Dudley P. Forman, who had been a great help.

Mr. James Forman, acknowledging the presentation in grateful terms, referred to it as a magnificent memento. It was a memento of great value. It was, he was told, an excellent likeness. Moreover, he could not think of any gift which would have been so acceptable to him personally. That, however, was not what he valued most. What he valued most highly was the spirit which prompted the gift, the manifestation of a personal relation between him and his employees, and the sign that he had not entirely failed to gain their confidence and respect as the outcome of their daily contact. It fell to the lot of very few men to receive such a notable demonstration of regard. It also carried with it an especial significance at the present time. When he was invited to sit for the portrait, he had accepted with the greatest pleasure and delight. Since then the printing trade had passed through trouble, but in spite of that there had been no change in the wish of the employees to mark this occasion in the manner originally decided. He was deeply thankful that their personal relations were strong enough to stand a strain like that. He hoped that, however lame and feeble his expressions had been, he had been able to leave them in no doubt as to the depth and sincerity of his feelings. Whatever his shortcomings might be, the fact remained that they had wished to honour him in a very significant way. Of that he was truly proud, and for that he gave his most sincere and heartfelt thanks.

Mr. James Forman gave his attentive listeners an interesting sketch of the history and growth of the business from its origin in a stationer's shop

in Long Row, Nottingham, about 1772. In 1848 his father, Thos. Forman, acquired the business, and in 1872, a century after the foundation of the business, a removal was made to works which were specially built in Sherwood Street and received large additions from time to time. The present works at Hucknall Road were the outcome of the dissolution of partnership in 1919 and the separation of the general printing business from the newspapers. He acknowledged the credit due to his son for the lay-out of the new works, and concluded his sketch of the history of the firm by paying tribute to the invaluable contributions which had been made by a long line of most able, energetic, and loyal men and women whose sterling merit the firm, from his father downwards, had always recognised. He felt that as a firm they had been more than ordinarily fortunate in this respect, and it gave him the greatest pleasure to have this opportunity of making the acknowledgments that were due. On behalf of the firm, and others present, he expressed thanks to the employees, whose guests they were that evening.

The Rev. T. W. Peck, Vicar of New Basford (in whose parish the works are situated) then asked a blessing on the factory, and this was followed by further presentations made on the employees' behalf by Mr. H. E. Barrow and Mrs. Finch to Mrs. James Forman and Mr. and Mrs. Dudley P. Forman. Mr. Barrow spoke in eulogistic terms of Mrs. James Forman, and referred to her as one of the finest examples of what we know a Christian wife and mother can achieve, and he felt he could do Mr. and Mrs. Dudley P. Forman no greater honour than to say they were carrying out the highest traditions of the Forman family.

A touching note was struck when, on behalf of the ex-Servicemen, a bouquet of flowers was presented to Mrs. James Forman for her untiring kindness to the dependents of ex-Servicemen during the trying days of the war.

All the gifts were acknowledged by the recipients in terms which left no doubt in the minds of those present as to their appreciation of them. Mr. Dudley P. Forman said he was proud of the new works, and also proud of the growth that made it possible; that growth, to his mind, was very largely due to the fact that the employees had pulled together as a team, and there had been whole-hearted work from top to bottom. He thought Mr. Peck in his benediction had expressed his idea exactly of how they ought to work together, and he wanted everyone there to feel that they were as much a part of the firm as he was.

An entertaining programme of musical and other items was arranged, and the dining hall was afterwards cleared for dancing.

On Saturday, September 4, the works were closed, and the employees and old employees, the builders and others engaged in the erection of the works, together with their families, to a total of over 2,000, were the guests of the firm at a fete and gala in the grounds in the afternoon, and in the evening there was a whist drive and dance.

The Master of Ceremonies was Mr. N. P. Woodward, and the organising hon. secretary Mr. A. Pike, to both of whom great credit was due for their able management.

My Visit to the Autumn Leipzig Fair

By FREDERIC T. CORKETT, F.R.P.S.

DID I fly? No, sir. Why? Well, give me solidity; I have a stomach. Do I like Leipzig and the Germans? No, and yes—it all depends. And the Fair? Just a wash-out this year. Very little doing for most folks. Germany with her two million unemployed (that was the number I was told) is in trouble financially. It will be worse before it is better. But do not imagine she will not recover. Germany will again be industrially at the top, or very near it. Such a virile, business-like, go-ahead community of workers, with such military precision (yes, sir, I say military precision, much as I know what that word is likely to convey), cannot be kept down by trade depression. If we had a little more of the spirit of mind-your-own-business and don't-talk-rot-about-capital about us; in fact, if we had more of that German direct, decisive, industrial spirit about us, it would be a good thing. We wake up sometimes, thank goodness, as we did during the late General Strike, to the admiration of the world. How we did it, and all the whys and wherefores of the heroic spirit then shown by the British general public was a subject of absorbing interest to the average German. So says Fritz, "You are not Bolsheviks in England?" and I reply, "Thank God, no!" But the Editor will not let me talk Politics (a word which I detest). Why do we hear so much of Politicians, and never by any chance "Patriots"?

By the way, I went close up to the Polish frontier. The Poles are very happy over our coal strike. They think it is the finest thing for Poland ever known. Here are all the good coal-miners of England stopping production. "Delightful," says Mr. Polinsky. "We can supply all the coal," and all the nasty, soft, dusty coal, therefore, is being rushed anywhere away from Poland by express trains, 50 per cent. of the passenger trains being taken off to allow this veritable harvest to be reaped. "Starving women and children," says Mr. Polinsky. "How sad! We will send that good Mr. Macdonald £10,000 a week, you pet your life. Ach, de poor miners, so, so." Well, well, our British workmen cannot see—. All right, Mr. Editor, I've finished.

And now about this game of printing in which we are all engaged. May I talk shop? No? Well, I must, a little, or what's the use of writing? Firstly, I went to Leipzig not to buy, but to assist our agent, and was rather a seller. Did I? I did. Strange, you know, everyone has for years looked on the Germans as "know-alls" in the printing game. Well, my experience is that, while in some directions they are wonderfully ahead, yet in other directions they are equally wonderfully behind, and particularly so in the case of photo-lithographic practices as applied to offset printing. Here they are a long way behind the American practitioners. I said American. Why not English? Well, certainly some Photo-litho folks here are doing something, but not a few are in the stage of antique discussion as to the life of a photo-lithographically prepared plate, or some weird discussion as to whether the albumen lays on the surface or is embedded in the plate, etc., while other lithographic printers are really going to do something "when they can afford it," or after they have understood

the Einstein theory. By that time I shall not be worrying about printing processes.

In Germany I found that one outstanding feature of the printing visitors to the Leipzig Messe was the fact that, while so many lithographic printing experts fully realised the exactitude of register and lay-out required in their ordinary chromo-litho transferred printing surfaces, still they did not seem to realise that great mechanical skill and exactitude are vital necessities in machinery and plant claiming to provide automatic mechanical movements of a negative over a printing surface. They did not fully realise that crude or simple boosted-up appliances were not merely of no service, but more likely to ensure the entrance of the printer and his staff into a mental hospital. Why printers, who are so drilled in the absolute vital necessity of exact fit for colour in their printings, should not realise at once the necessity for precision in a machine for mechanical plate making, is a mystery.

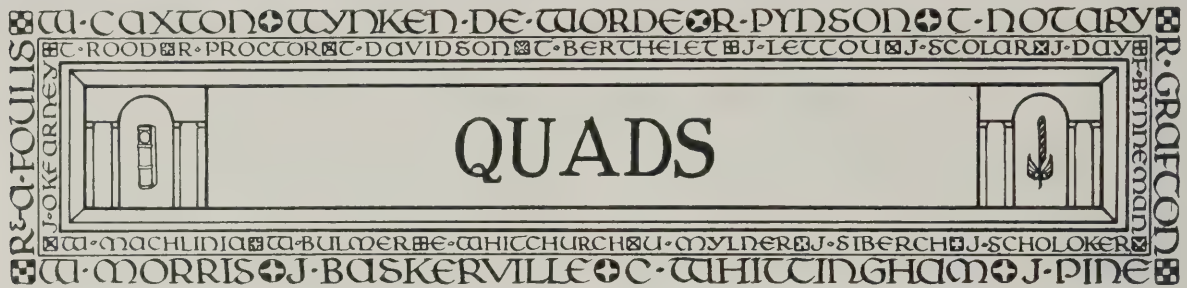
Equally, it must be obvious that in securing such a machine reliable instruction is also necessary, not merely for correct operation of these precision appliances, but for a clear understanding with regard to colour separation, re-touching and negative making by the latest, most advanced and tried-out methods.

There were hardly any English visitors at Leipzig. I was told that this was somewhat different from previous years. Most of the visitors I met were there to see some distinctive feature or to study some particular aspect. I found next to no general interest expressed in machine intaglio (Tiefdruck), monochrome or colour, although a very interesting little intaglio sheet-fed machine, made in Munich, was on show (quite the best I had seen). Offset, on the contrary, was the subject of interest for the majority. A simple and reasonably cheap offset proofing device exhibited should be a God-send to the trade for the proofing of offset plates. This excited much attention.

The Buchgewerbehaus in the Dolzstrasse was, as usual, the centre of the technical printing trade and the Mecca of the printer visitors to the Messe.

Leipzig is always extra full at Fair time, and it is usually impossible to get a room at any of the hotels. Arrangements, however, are always made for "bedding out" at private establishments. The procession of walking advertisements was as interesting as and perhaps more varied than ever, and some weird effects were noticeable. It has all left me with a very mixed impression of the Leipzig Messe, the rattle of machinery, the flamboyant advertisements, the lager beer, Frankfurters, Bavarian singers and dancers, naturally more lager beer, the paper marks, the gentleman who claimed intimate acquaintance with me and had seen me before somewhere, but could not think just where, and who suggested I wanted a watch, weinerschnitzel, sauerkraut, and, yes, still more lager beer (I a prohibitionist, too)—these are the sort of very mixed impressions of the Leipzig Autumn Fair of 1926 with which I came away.

THE PRESS ETCHING CO., LTD., have removed their works and offices from Wine Office Court to 268-270, South Lambeth Road, S.W.8.



HERE'S a health unto his—Modesty.

I MEAN, here's new health and cheer to that great friend and most effective helper of the craft, John Robertson Riddell. Let him have his three names for once; for this strenuous Aberdonian has done three men's work.

I COULD justly pay that tribute if I merely thought of his three distinct occupations. He was once the successful manager of Forman's fine letterpress department at Nottingham. He has brought along the St. Bride School of Printing and seen it transformed into the London School of Printing with numbers about doubled under his charge; and with the introduction of the ideal threefold supervision—by the Employers, by the Trade Unions, and by the County Councils. Then he has taken up his Livery membership, and pays his scot and bears his lot as a valuable new citizen of our great city. Incidentally he has accepted the duties of Vicar's Warden of our printers' church of St. Bride.

HE has done these things and more (for apprenticeship reform is another great service on which I could dilate) under the handicap of occasional great weakness, and, I fear, occasional real depression of spirit.

Now in your name and my own I would bid him be of good cheer in a new physical trial which came upon him again this autumn. He has told me that he finds it hard at times to rally to anything with zest and hope and keen interest. There are moods when even reading fails to be a help. The grasshopper is a burden; and, what is worse, fails to be an interest. There are moments when nothing seems worth while.

THOSE of us who commonly know rejoicing abundant health may well honour the men and women who at times are "faint but pursuing."

IF a really long break away is desirable—a Mediterranean trip, or something like that—I hope he will have it, and soon come to enjoy it. His innumerable friends, who I feel sure include all the 2,600 Printing School students, want to see him among them in the old vigour of body and heart and hope. In this desire they would willingly suffer any conscious loss through his absence while he thoroughly recuperated.

MEANTIME this word of acknowledgment to one who has not only served the three important spheres I have mentioned, but has pretty well done three men's work in each of those spheres. Who always aims at real service; at definite concrete results; who gets things done; who carries guns.

J. R. RIDDELL, M.A. (Master of Artillery).

LONDON University might well pay him some tribute, just as Oxford and Cambridge University confer honorary M.A.'s on the heads of their University presses. Meantime, I'll confer my own M.A. as above. For he carries guns.

HE did not feel equal to attending the prize distribution to the London Printing School students this year. What a night!

THE owner of The Daily Telegraph looked at the appalling sheaf of certificates which from platform elevation he must hand-shake away one by one, on that hot muggy evening. "Lord! Burn 'em!" he must have exclaimed.

BUT then, so did the Chairman, Mr. Howard Hazell. "Lord Burnham will now present the awards," he said. There was no escape in any way. Well, Lord Burnham set to it after his non-such manner.

I SHALL never forget that prize-giving. I never saw anything like it. If he was startled at the task, he instantly made up his mind to go through with it briskly and brightly to the end like any channel swimmer.

EVERY one of the more than four hundred winners of medals or money or certificates (or, in some cases, of all three) had the same welcoming smile; and some had a special word. When young Mr. Toulmin came up, for instance, he has asked: "Aren't you from Lancashire?" "Yes, sir." "Then I know your people. Hearty congratulations." Or some such tag.

BEADS stood on his brow at the end of this, the longest job of its kind he had ever done; bending so many times—(in body, not in thought, for all were equal in craftsman zeal)—bending so often and gripping hands so well.

GENIUS is one part inspiration and three parts perspiration, someone has said. I could not come in time for the address, but I'm assured it had inspiration. I'll answer for the perspiration.

I've told you what he exclaimed; risking thus a reasonable invention. I'll tell you—risking another invention—what acrobatics he performed. He vaulted backwards over forty years; and he was again the Hon. Harry Lawson; in the first fine careless rapture of zeal for the new London. He was one of the keenest spirits of that great progressive awakening.

WE are told that we ne'er can recapture that first careless rapture.

No need to—if we've never lost it. A bit of the carelessness may have been corrected, but the rapture itself may persist; indeed, may take on greater reality.

A NEW standard of criticism, perhaps; a new accentuation; a new dialect, but the old faith and zeal. The Hon. Harry Lawson, progressive member of Parliament and of the London County Council, still inhabits the portly body of Lord Burnham; without consciousness of any change other than enlargement of heart and mind. I think he enjoyed that arduous 400-bending prize-giving—I was nearly writing prize fight—because of the appeal youth has always made to him, and makes now as much as ever.

It is not an unnatural transition from that spectacle of real hard work to the subject of Kelmscott House. I see that this last residence of William Morris is up for sale in the open market. A correspondent, Mrs. (or Miss) Frances Stevens, of Ashchurch, Park Villas, W.12, writes in *The Daily Herald*: "I think it would be a splendid thing if it could be secured for the Labour Party and the movement generally in Hammersmith as headquarters. Perhaps the co-operators would join in, and perhaps a few of our wealthier comrades in other districts would help to make it possible for Morris's dream of a Guest House in the happy days to come to be realised."

GOOD. It would help to revive the idea of going all out in one's work.

I HATE ca' canny. Ca'canny is Kilkenny. It leaves you nothing but your tūil, as befel the Kilkenny cats.

I CERTAINLY should like to see anything which would set the community thinking afresh of William Morris. That particular salt, the influence of Morris, is a salt that never loses its savour. That doctrine of his, illumined by that example of his—that a man should go all out, that "as part of the human race" he should "create"—in pretty well whatever task he chanced to be engaged, that doctrine can never become untimely.

WE are hearing a lot about mass production. Mass production may be mis-production. Mass management may be mismanagement. It was interesting to me to note in America various signs that, while mass production was being promoted in all sorts of ways, there were also many good men and a good many men in our craft who were intent on achieving the highest degree of individuality and of personal expression in their work. At the very least they aimed to keep alive intense human interest in all they did.

THE maintenance of personal interest is the pure milk of the Morrisonian word. And the more we are reminded of that (by such a thing as the purchase of this house for one possible means), the better it should be for all of us.

So Punch won't after March next take any new advts. of alcoholic drinks. The advertisement managers of rival journals thoroughly approve.

JOKING apart, it's one more manifestation of British self-sacrifice. What gloriously self-sacrificing men and women the Old Country has always

had, and has now. Self-sacrificing in big things and in small.

I HOPE many recall Mr. S. H. Benson. I value a self-revealing letter I received from him on his dying bed. That strong, true man should not be forgotten. He had his own particular and peculiar view as to his duty as head of a large London advertising agency. He had no misgiving apparently about beer, but he thought spirits were greatly injuring the country. He would handle advts. of ales, but there wasn't enough money in the Bank of England to induce him to handle advts. of spirits. What the present Benson practice is I do not know.

CHANGES in advt. practice. Changes in old landmarks. Changes in enterprise. Fleet Street district is changing altogether.

ASHTON & PARSONS, the manufacturing chemists, are to be seen in certain quarters long occupied by Cassells in Belle Sauvage Yard. The curtailment of the London Cassell establishment need not be understood to imply reduction of the establishment altogether. It may mean little more than shifting of one part of Berry operations to some other Berry sphere in London, or in the country near London. None the less it is a disturbing phenomenon; and a very serious sequel to the great strike. "Post hoc" in this case seems to be also "propter hoc"; after the strike and because of it.

LORD BEAVERBROOK seems to be changing Shoe Lane. Lord Riddell seems to be making changes in two streets, Whitefriars Street and Fleet Street. The *Daily News* and *Star* are completing the new great home of the half-dozen D.C.C. sextuples which have recently been installed to tackle The *Star's* circulation.

THE *Morning Post* is apparently to give us an *Evening Post*, and to issue from—where? They can't grow where they are in that little bit of a Jut-land, pushing its tapering form into the Strand.

I WONDER whether the Southern Thames Embankment which will dignify the south side of the Thames in, say, twenty years' time will also be a great newspaper quarter.

I MENTIONED the Cassell change as one General Strike sequel. Another is the establishment by The Manchester Guardian of a house union. It is said that the step was taken on the prompting of the staff. I understand that none are to work under worse than ordinary trade union wage and hour conditions, and that many will have better; and it is agreed that if differences with the employers arise the question is to be settled by arbitration.

It is agreed that any member of this new house union can also be a member of his national trade union.

I WOULD rather see national trade unionism learn from past mistakes, and so learning, and enlarging its sense of duty to the community, go on from strength to strength, than see its power undermined by these new house unions.

FOR, of course, they endanger the national.

No considerable number of men will go on paying double dues. House unions may be designed simply for defence, but their increase on a great scale would immensely impair the force of the national body.

THAT might not matter very much to wage workers if we all set before us, and keep before us, one constant, alluring, compelling thought—How best can I serve the country?

SERVICE to the country. Service to the world through service to the country. Service to the country and the world through the making of men. Beginning with more manhood in oneself. There's the royal road.

I TRIED to impress this last Sunday (September 19) at Leeds, where I presided at a really fine open air conference in the grounds of the Devonshire Hostel of Leeds University. It was convened by the Labour Co-partnership Association, with which the Solicitors' Law Stationery Company and Hazell, Watson & Viney are associated as supporters. "Works Councils" were discussed at this particular Sunday afternoon meeting. We had very practical, very informing speeches from Albert R. Jones, Workers' Chairman of the Works Council at Cadbury's (Bournville); from representatives of Messrs. Johnstons, well-known engineers and omnibus makers, of, I think, Loughborough; from a Wolverhampton firm whose name escapes me; from Colman's, of Norwich; and Rowntree's, of York; and others. Interested listeners were Mr. Bertram Austen, M.A., joint author of the much-discussed and much-translated book, "The Secret of High Wages," and Mr. Theo. Taylor (J., T. & J. Taylor, Ltd., Batley), whose profit-sharing plans have been pioneering examples and encouragements for many years, and Mr. R. C. Ford, of a northern silk firm (Ford, Ayrton & Co., near Lancaster),

who very pardonably don't want to be counted among the artificial silk manufacturers. Various labour representatives spoke. Mr. Stuart-Bunning, who in 1919 was Chairman of the Trades Union Congress, and is a Labour right winger, was much in evidence and in cheery voice. The meeting grew better every minute, and only reluctantly broke up when the next engagement, a tea break, had already been trenched upon by about twenty minutes.

THE Review of Reviews gives two or three pages to that labour share scheme operating in New Zealand under the Companies Empowering Act of 1919, of which I gave some particulars in last month's "Quads." The Times and The Manchester Guardian and, I think, The Liverpool Daily Post have also given a good deal of space to the subject.

At the Autumn Meeting of the Scottish Newspaper Proprietor's Association the principal business was the consideration of a report by the special committee appointed to consider the framing of a superannuation scheme for workers. The committee believes that a satisfactory scheme for workers under thirty-five years of age can be contrived without any burden falling on the employers, provided the men would pay into a fund the sum they are at present paying into their unions by way of subscription and levies. Indeed, they say that a much more satisfactory return could be given than is at present offered by the unions.

THE committee recommended that any scheme should be on a contributory basis. The committee were asked to consider how the older employees could be dealt with, and to consider what contributions were necessary from the employers to provide a satisfactory scheme that would also provide retiring allowances.

FRANK COLEBROOK.

Caxton Home, Limsfield

THE annual meeting of the Committee and friends of this institution took place at the Home on Saturday, September 11. Over two hundred were present, and the building and grounds were thrown open to inspection. The London Society of Compositors' Band enlivened the proceedings with a good selection of music.

At a gathering in the Memorial Room at four o'clock, Mr. C. J. Drummond, J.P. (President) laid a commemorative wreath of laurels at the foot of the screen containing the names of over 2,500 men who fell in the war, and Mr. C. W. Bowerman, M.P., paid a sympathetic tribute to the sacrifices made by the printing and its allied industries. The trumpeter of the L.S.C. Band sounded the "Last Post."

Tea was provided in the dining hall and other rooms, and the visitors welcomed by the Chairman and members of the Committee.

Attention was called to the necessity of proceeding with the work of erecting the West Wing to complete the building, as originally designed, at an early date. For this nearly £2,000 has been subscribed, and it is proposed to place the proceeds of the ninth annual concert, at the Central Hall, Westminster, S.W., on Saturday afternoon, October 16, towards this object. Tickets can be obtained at the London office, 3, Cursitor Street, E.C.4.

Technical Board Lectures

THE syllabus of this season's lectures at the Stationers' Hall is as follows: October 8, "Printing Business Organisation," by W. Howard Hazell, J.P.; November 12, "Methods of Reproduction," by David Greenhill; December 10, "Plate Making," by J. A. Corey; January 14, "Photographic Reproduction of Books," by Cecil Clay; February 11, "Care of the Eyes," by W. S. Duke-Elder, M.D., F.R.C.S.; March 11, "Training of the Bookseller," by E. W. Heffer. When possible the lectures will be illustrated by lantern slides and examples of work.

Printers' Flag Day

THE fund raised by the Printers' Pension Corporation to assist the orphans of printers who fell in the war until these children reach the age of 14, is still supporting 700 orphans at a cost of £7,300 per annum. An expenditure of £61,000 has already been incurred. The Joint Industrial Council of the Printing and Allied Trades, through the willing help of thousands of voluntary workers, both employees and employers, has raised during the past three years £13,123. It has been decided to take a special collection for the Fund on the second pay-day in October, and special collecting sheets and flags will be issued for this purpose. The Organisation Committee is anxious to raise at least £5,000 this year.

Humidity in the Machineroom

By ALBERT EDWARD DAVIS

IF the men operating printing plants, and plants in allied industries, fully realised the extent of the spoilage and loss of time caused by changes in relative humidity, they would very quickly "do something about it." But only a comparatively few of them know the meaning of the term "relative humidity," and so, naturally, they can hardly be expected to have much of an idea of the many ways in which the hourly changes in the moisture content of the air influence the product of their plants.

Everyone knows that "humid" means "moist," of course; but that's about all they do know about humidity.

The air always contains moisture, the amount it can contain depending on its temperature. Air at a temperature of 60 degrees can contain nearly $5\frac{3}{4}$ grains of water—5.745 grains, to be exact. At 75 degrees it can contain about $6\frac{1}{2}$ per cent. more—9.356 grains, to be exact.

In speaking of humidity, two terms are commonly used—"absolute" and "relative." We are not much interested in "absolute" humidity, which means the actual number of grains of moisture in the air at the moment.

What concerns us vitally is the relation between the actual amount of moisture present in the air and the amount which, at the same temperature, it could hold in suspension without condensation. This relationship is expressed by the term "relative humidity." Thus if at 75 degrees temperature the air could contain 9.356 grains of water (which it could) and actually does contain 5.614 grains, the relative humidity is 60 per cent.

I shall stick to 60 per cent. in what follows, and the word "humidity" will always refer to "relative humidity." The ideal percentage of humidity for printing and allied industries is 60.

When humidity drops to 40 per cent., dryness is noticeable; at 35 per cent. it is quite dry; below 30 per cent. it is very dry; below 25 per cent. it is extremely dry. We'd all dry up and blow away if the relative humidity should remain below 10 per cent. for any length of time.

FOLDING.

When paper dries out it loses folding strength and tearing strength. When humidity is maintained at 60 per cent. the folding strength is so near its highest that any greater degree of humidification is unnecessary. If we take 100 as representing the folding endurance at 60 per cent. relative humidity, we find that at 55 per cent. humidity folding endurance has dropped to 84; at 50 per cent. humidity it has dropped to 70; at 45 per cent. humidity it has dropped to 59; at 40 per cent. humidity it has dropped to 50; at 35 per cent. humidity it has dropped to 43; at 30 per cent. humidity it has dropped to 37; at 25 per cent. humidity it has dropped to 31; at 20 per cent. humidity it has dropped to 25. The figures are averages for several grades, for some of which the drop is a little more and for others a little less.

In plants where humidity is not controlled the humidity percentage during the colder months is often below 25 per cent. for days at a time, for the artificial heat keeps the humidity at a low point. The average indoor humidity for January during a twenty-year period was 16 per cent. in

Boston, New York and Chicago, while in Portland (Maine) it was 12. In the three cities paper had lost about three-fourths of its folding endurance; in Portland about four-fifths. Now do you wonder that cracking at the fold destroys the beauty of so much work, and actually spoils many jobs? With indoor humidity maintained at 60 per cent. there would be little cause for complaint about folding.

REGISTERING.

The exact registering of printing is impossible when humidity is not controlled. Few printers and lithographers, however, have heretofore placed the blame for poor register on the paper. Instead, they have blamed the feeder, the pressman, the stoneman, the grippers, the gripper-bar, worn bearers, a worn bed movement, the bands, the feed-board, the engraver, varying speeds at which different colours were run, running part of the job on one press and part on another. For some unexplained reason, no one seemed to think of the paper—and mighty few connect poor register with changes in size of sheets even to-day.

The writer was formerly in the same boat. Not having any other plausible explanation, he was inclined to believe the pressman's claim that "at 1200 she hits different than at 1600." The transferman and the stoneman were called to account on more than one occasion when poor register was not the fault of their work at all. Engravers have made over many a plate which appeared to be out of register, but which in fact registered to a hair. It was, nine times in ten, the stretching or shrinking of the paper that gave us the trouble. Why didn't we see it? Too dumb, no doubt.

The S. D. Warren Company, Boston, made some tests a few years ago which show in a striking manner how greatly sheets change in size and the effect of such changes on register. The stock was $28 \times 32\frac{1}{2}$ —96. Calling the size when the case was opened zero, a sheet stretched $\frac{1}{32}$ of an inch during the first eight minutes, $\frac{1}{32}$ during the next three minutes, and $\frac{1}{32}$ during the next eight minutes— $\frac{3}{32}$ of an inch in 19 minutes. The room humidity was 72 per cent. Says the Warren Company: "Just imagine this sheet lifted from the case and run immediately on the first colour of a register job, and you have a definite picture of the troubles facing the pressman when he comes to register his second colour."

WRINKLING.

Changes in humidity are the cause of wrinkling on offset presses. Stock, we will say, contains $4\frac{1}{2}$ per cent. of moisture when it reaches the pressroom. If the pressroom humidity is 60 per cent. the paper will immediately begin to take on moisture; if the humidity is 30 per cent. the stock will as quickly begin to lose moisture. Naturally the gain or loss of moisture is at the edges first, and the result of the moisture change is that the edges expand or contract more rapidly than the inside portions. Thus unequal stresses are set up, and the waviness so familiar in piled stock quickly becomes noticeable. If such stock is run through the offset press it is flattened out by the pressure, and wrinkling follows as a matter of course. The certain remedy is stock with the correct moisture content and a room humidified to a percentage that will keep it there.

STATIC ELECTRICITY.

Static electricity is a creature of dry stock. It can't exist if the paper contains the percentage of moisture that all paper ought to contain. Electrical experiments are often made with the aid of an apparatus consisting essentially of a glass disc which is revolved in contact with silk. These machines, to quote from the books, "are very efficient—except in damp weather." In other words, when it's damp the friction of the glass against the silk simply won't produce much of an electrical charge.

So it is with paper. When sheets are drawn across the pile of stock, the feedboard, and the other parts of the machine, friction is set up. Friction, too, accompanies the running of the machine itself. The friction generates electricity. Dry paper will take on and retain electrical charges; paper containing a reasonable amount of moisture will neither take on nor hold these charges—the friction won't produce an electric charge.

The troubles for which static electricity is responsible are manifold. Sheets hang up in automatic feeds; they hug the drawsheets so tightly that shooflies and stripperfingers often fail to dislodge them, whereupon they bring up on the rollers, or wad up at the point where they should run out on

delivery-tapes or the fly; if they get to the delivery-table they cling so firmly to the sheets already there that the jogger-blades can scarcely move them, and if they do succeed in moving them, smutting is sure to follow; they clog folding machines to an extent that causes a frightful amount of spoilage and lost time. Why put up with all these ills when controlled humidity prevents them? Prevention, you know, is a great deal better than cure.

IN CONCLUSION.

The case in favour of humidity control is very strong. Other lines of industry have been controlling humidity for a quarter of a century, but printers as a rule know little or nothing about the way their work is affected by humidity. The few who in the past looked into the matter were generally of the opinion that nothing could be done about it. Only three or four years ago the head of one of the largest lithographing concerns, when the effects of humidity on sheet sizes were pointed out to him by a chemist, said, "Vell, dere's noddin' ve can do aboutt id."

We can do something about it if we choose. It won't cost us much—indeed, it will make us money when we balance our gains against our losses.—Printing.

The Year Book of the London School of Printing

ENTHUSIASM and hard work combined can overcome obstacles that mere plodding can never surmount, and the London School of Printing is an outstanding example of what can be attained by consistent, well-directed effort. Each succeeding exhibition and the yearly issue of specimens of the work of students in the school pay tribute to the increasing success of the institution. If the work of the School had to be judged by a mere numerical standard the results would be unusual; but for the moment we are not concerned with numbers, although it must be recorded that the enrolments in the past session were 2,600, and the weekly class attendance over 2,300. Such figures speak for themselves, and include not only evening students, but a large proportion of apprentices who attend in their employers' time, and others attending the managerial course, the majority of whom are the sons of master printers.

Apart from examination successes, it is pleasant to record that a number of students entered for the London Society of Arts competition for the improvement of book production, and that every award in the section was secured by those associated with the School.

The container in which the specimens were sent out this year has printed on it a direct challenge: "Is British Printing Decadent?" There can be no doubt that the School is doing its share in saving our craft from any symptoms of decay.

The School sets itself the task of meeting the requirements of the London trade, and in this respect the examples show how much is being achieved. Those who have been associated with

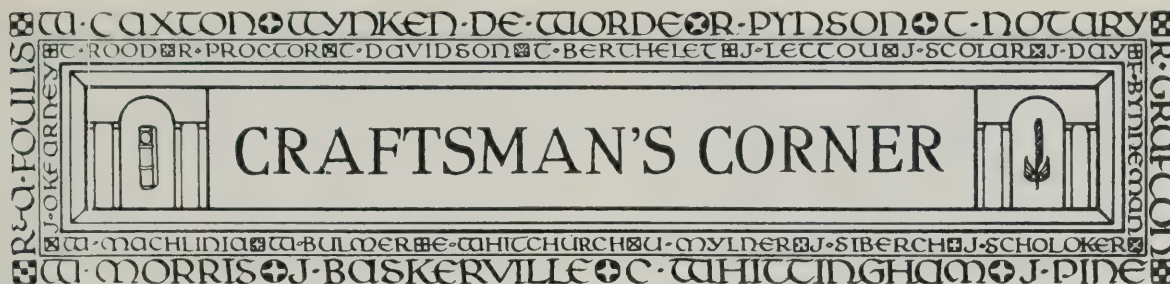
technical education will realise the gigantic undertaking that is represented in this collection, and it says a great deal for the organisation that so much can be done and turned out well and in such excellent shape.

Typographically the posters have always been good, but this year not only are they equally meritorious, but are even more effective because the range of types has been carefully and tastefully increased. The same remark applies perhaps to the typographic examples, among which we are pleased to see the settings for title pages secure the award in the Royal Society of Arts competition. Among other specimens sent in the container were two calendars—a block calendar which at all times is a particularly difficult job for a school to undertake, and a calendar for 1927, an excellent photo-offset reproduction of "Life" by Napier Hemy.

Tucked away among the examples of mechanical composition there is a full-page time-table: an admirable exercise for students which might be omitted, included in favour of display. The letterpress printing in monochrome and colour is even better than usual, and the originals that have been chosen for reproduction add to the style of the Year Book.

The little collection of examples of offset printing is deserving of the highest praise, and no trade house in the country is doing better work. We commented in a recent issue on the exhibition of students' work at Stamford Street, which included some of the examples in the present collection.

Mr. Riddell has every reason to be proud of what has been achieved.



Devoted to plain, homely talks about Letterpress Printing. Design, layout, type, composition, illustration, paper and ink, will all receive attention as occasion demands; and Specimens sent in for Review which contain features of special merit or interest will be reproduced in these columns.

CONDUCTED BY H. B. NAYLOR.

THE business of a printer is the servant of most other trades and professions—it has been called “The Art Preservative of All Arts,” and on the success of the one depends to an appreciable extent the prosperity of the other.

Above every other consideration, the business of a printer is a commercial proposition, and he is as much entitled to his profit on goods supplied and services rendered as the merchant in any other business, be he baker, banker, or billiard table maker.



If one cares to turn his mind back for a moment to those years which immediately followed the Great War, he will remember such signs of prosperity in our trade seldom surpassed within living memory. The average printer's prices had been gradually soaring for some time, and he not only reached a pinnacle beyond his wildest dreams, but, unfortunately, he frequently omitted to utilise this increased income to the best advantage in his business. Plant was certainly added to, but more often recklessly than judiciously; and in this way a false atmosphere was created, with the result that to-day, if the truth is to be told, many printing concerns are over-capitalised, with a resultant drop in net profits. And the small printer was equally as guilty as, if not more so than, the big company.

As the slump began to set in, competition became keener, and a large amount of work started travelling round the printeries, each time being lost on price, the successful (?) bidders preferring, apparently, to run their over-equipped plant on the barest margin of profit or none at all, or even at a loss, rather than that they should stand idle. On first thoughts this *may* sound quite a reasonable attitude to take up; but, the ball having started rolling, each time work was likely to be put in hand it was first sent out for estimate to several printers, with possibly the friendly (?) hint that a certain offer had been received, but which was still too high. Such unprincipled methods do unfortunately pertain, and those printers who fall to the bait are the first to go to the wall when difficult times come along.

Reaction periodically sets in in most industries, and it must follow as a matter of course that those offices which are the most efficiently equipped and organised are the ones to win through.

Recently I came across an instance of touting for the lowest estimate—the highest was nearly £50, the lowest barely £13! The printer who secured the job had done very little more than cover

the charge for the paper! Can you blame the customer for what he did? And what must he have thought of printers in general?

Such gross mismanagement of affairs could not have happened had that printer known his costs. He actually paid his compositors, machine-minders, warehouse staff, and all concerned in its production, even the “overhead,” out of his own pocket! He gave the use of his factory, his brains and the brains of his workpeople, away—for what? For the privilege of putting a job through his works! Could one be surprised if it was scamped in every department? He could never take the same job on again at the same price—too late, he would find that out sure enough—and, to put it mildly, the next printer to handle it would be looked upon by the customer as a dishonest man.

Many printers are under the delusion that the Costing System controls profits. It does nothing of the sort. It makes known the hourly cost, or the value of anything else, so that the works charge is ascertainable—the printer settles his own margin of profit.



Now let us take a ramble round the printing office, and in passing “spot” a few things which can often be changed for the better with very little effort.



To start at the beginning, it is of little use to grumble at the presence of the old-fashioned compositor and pressman—we can well afford to let them alone in peace. It is no use blinking the fact that machinery has revolutionised the industry. Rather should we seek to build up, and consider from where are the printers of to-morrow to be obtained, and what are the prospects of both sides.

The average master printer of to-day is too happy-go-lucky in this respect. How many trouble to analyse the capabilities of an applicant for apprenticeship? One or two youths *may* be interviewed; but the desire on the part of the applicant to wed himself to some industry for a few years as a protection against unemployment, and on the part of the employer not to bother himself about such “trivialities,” is often responsible for the inefficient workman and the dissatisfied atmosphere that *does* at times creep into the workshop.

A move in the right direction would be the institution of a joint board, controlled by employers and employed and their technical advisers, before whom should appear all lasses and lads who desire entry into the trade as apprentices. Some form of examination should be devised to sift the wheat

from the chaff, the suitable from the unsuitable. By this process "unfitness for purpose" would to a great extent be eliminated, to the advantage of both sides. Some form of indenture is absolutely essential in the interests of craft, and in these days of specialising so is technical education from the moment of entry into the trade.

Our technical schools are developing on the right lines in their system of education for the apprentice, but day training is as important as evening classes, and better facilities should be available for the embryo printer.

Many parents who favour their sons following a trade would prefer to keep the lads at a secondary, central, or trade school until they are sixteen—this extra two years' education at a vital stage in the child's life is most important—but the extreme difficulty of "placing" a lad at that age sends into the ranks of the "blackcoats" many who would have been a credit to the trade that should have absorbed them.

Specialisation is good, for it gives the expert an opportunity to follow along the lines upon which it is more suitable and more profitable for him to proceed, and of greater use to the profession he serves. But the apprentice should be given as good an all-round knowledge of his craft as it is possible to procure in the office where he serves his apprenticeship and in the technical school. Quite a number of men have to wait until comparatively late in life before they can go into business on their own account, because of this lack of general knowledge.

Do not expect the foreman to treat the boy as a man, and to account for him in his weekly returns as such. The boy should be made to understand at the outset that he is at work in his own interests, in which his whole future is bound—not solely for the purpose of contributing towards his upkeep at home—and "local" encouragement should be forthcoming in greater measure than it is at present.

The time will surely have to come when the apprentice, before he can join the ranks as a qualified journeyman, should pass certain standards of education, both general as well as technical. This policy is already adopted by a few employers of boys for apprentices; but what about the afterwards? I am afraid a large number of them drift, and are left, as it were, to seek their own salvation. Confidence, without anything to back it up, in one's own ability *may* be good for the individual, but it is not always good for the rest.

Everyone cannot become a foreman, overseer, manager or proprietor; but the man who has had an all-round training, with perhaps a specialised training in that particular bent which specially appeals to him, will assuredly find himself well on the way to advancement, without having to "wait for a dead man's shoes."

So far as the journeyman is concerned, it is open to question whether any definite and appreciable effort is made to keep his mind up-to-date concerning improvements in any department, either on the part of the employer or himself. It is also open to question whether sufficient inducement is held out to the rank and file to improve their knowledge.

The times in which we live have opened the eyes of a number of master printers to the advantages of modernising their office equipment; but how many of these master printers have thought it necessary or desirable to take their staffs into confidence and

have explained to them the ideas which were being embodied, from whence they sprung, and the purpose for which they were intended? The English race is very conservative, commercially as well as politically.

In a recent conversation I had with a master printer who was converting part of his plant was mentioned an interesting point that an old hand, and one of the old school, was put to work on the new introduction, and it so bucked him up that he not only took greater pride and interest in his work, but his output was considerably increased.

In these days of high rents—particularly ground rents in business centres—rates and taxes, the question of extension is of more than passing importance. Many printers are very loth to part with their old plant, preferring to add to their existing premises or moving to larger ones, merely because the old plant as it stands is fully occupied, though not necessarily always at a profit. Before making such a move, however, they should go thoroughly into the question as to whether it is the premises or plant which is at fault. Very often the real remedy lies in modernising the existing equipment. Re-organisation on up-to-date lines will unquestionably prove that far more work can generally be passed through the departments than under the old dispensation, and more room with accommodation for a larger staff be available with far less inconvenience.

At any time a move entails considerable expense—though it is sometimes most essential to make it—but it has far less to show on the profit side than a complete re-organisation of plant on modern lines.

Workshop organisation and maintenance of supplies go hand in hand. The working value of any organisation can be considerably reduced by lack of necessary supplies. The old squib that a bad workman finds fault with his tools has been ex-

**ARE YOU BETTER OFF
TO-DAY THAN YOU
WERE A YEAR AGO**

A **?**

If you are, is it by making more money or spending less?

If you made more money, in which department did you make it?

**100 to 1
you don't know**

Ask the Federation Costing Secretary, it is his job and he can tell you

L. M. P. A. Costing Committee, 7-10 Old Bailey E.C. 4

EXAMPLE 70

ploded long ago. To starve the workshop of material badly needed means paying out money for wasted time instead of increased production. Such a policy interferes with good organisation, encourages false returns, and creates general dissatisfaction that is expressed not only in the volume, but also in the quality, of the work produced.

There is greater incentive for a man to do his best when such forms of discouragement are removed.

It is fairly easy—"popularity" is infectious—to keep a printing plant filled to overflowing with orders taken at any old price; where some printers fail is in accepting orders for which their plant is entirely unsuited, and then trying to turn them out at the same price as, or lower than, the specialist. And yet everybody in that plant may be working at full pressure.

Buyers of printing may not be practical from the printer's standpoint, but they are usually keen business men, and their lack of knowledge naturally leads them to accept the lowest tender. The fault is not theirs entirely. It is more often the fault of the printer who lacks imagination, foresight, and the strength of character to pass over work which, in his inner mind, he knows cannot be produced at the price, let alone at a profit. Which means that workshop organisation, maintenance of supplies, and suitable equipment must be taken into consideration if a fair measure of success is to be achieved.

Most printing offices have work tickets, but how many of them are truthfully filled in?

Many an overseer has had—reluctantly, knowing in his own mind that the system was wrong—to call someone or another into his little office and tell him that a certain job "won't stand all that time on it." So many hours must be knocked off—and, as the workman must show 48 hours on his weekly sheet, the cancelled hours have to be dumped on to other jobs or to "waiting" or "clearing." Yet if that overseer was to put in a requisition for increased plant or more material,

**WHAT SHALL WE DO
WITH *the* PRICE CUTTER**

HANG HIM? NO! HE IS NOT
WORTH THE PRICE OF THE ROPE

BEAT HIM
BY
Better Work—Better Service
Better Organisation
Better Methods of Production

If you can't do it alone, call on the Federation
Costing Secretary. He has helped others
and he can help you

L. M. P. A. Costing Committee, 7-10, Old Bailey, E.C. 4

EXAMPLE 71

YOU ARE
getting older and
older every day

SO IS YOUR PLANT

Nature renews your body
but you must renew your
plant.

Are you making pro-
vision for this renewal?

Many are, at no cost to
themselves. Don't delay!
Consult the Federation
Costing Secretary.

L.M.P.A. Costing Committee, 7-10 Old Bailey, E.C. 4

EXAMPLE 72

and insisted upon it, he would probably be fired! This is not hot air—it is a fact.

Who has not heard of offices doing a large amount of contract work, with standing formes requiring alteration only, and a limited edition—sometimes as low as 50 copies—printed therefrom? The office has contracted a flat charge for the job, whether it takes ten or twenty hours. Possibly the forme has been used a dozen or twenty times before, the alterations being sometimes heavy, sometimes light. Experience has taught the overseer—if nothing else—the limit of charge on a particular job; and if it takes longer, explanations are of little avail in the counting-house; if it happens to take less time, and charged accordingly, he will be expected to keep to the lower charge on its next appearance, irrespective of the work involved. The same thing applies in the machine-room; if the forme has been seriously altered, and new and old type are side by side, either the quality of printing must suffer or longer time be taken in make-ready. Generally speaking, for this and other reasons, author's and other corrections made on machine are frequently a blunder.

There is, I am afraid, still greater need for cohesion between counting-house and factory in these and many other matters, and the sooner the get-together spirit is more universal the better it will be for customer, printer and workman. Team work is essential in every industry: petty animosity and jealousy must be swept aside for the benefit of the business and the honour of the craft.

Where a satisfactory costing system is installed a number of these pin-pricks are got rid of. But they must be dealt with *honestly* by both sides, else any system will fail. If the true facts as shown by cost sheets were fearlessly faced, many a factory (including employers and staffs) would be infinitely better off. It is regrettable that so many printers are afraid to face these facts, otherwise the

L.M.P.A. Costing Committee would not find it necessary to launch a campaign as a means of combatting these evil influences.

The examples reproduced in this article represent five little points advocating the use of some form of costing—preferably the Federation Costing System—and they are quite interesting. Each is confined to a single argument—which is as it should be, as they are for envelope or other enclosure—and in conception are quite good.

Example 70 ("Are you better off to-day?") is, to my mind, the best of the batch: it is a sly dig at the happy-go-lucky but fairly successful printer; but I am rather inclined to think the odds of 100 to 1 are exaggerated—10 to 1 would have been ample, for the man who makes a success of his business from the profit point of view generally knows which section of it is making the money for him. Where he loses is at the spot wherein he concerns himself the least, although he may not be prepared to admit it. It is not fair to make one department pay for another. If the department has any value at all, then it should be made to work at a profit. The Costing System, if properly worked, would find the weak spot and be continually pointing it out.

Example 71 ("What shall we do with the price-cutter?"), though quite good, gives "the enemy" an advertisement which he has not earned. It is almost tantamount to an admission that he is to be feared instead of despised. Let the price-cutter as

EXAMPLE 73

EXAMPLE 74

such get on with his job—it is a hand-to-mouth existence at the best—and concentrate attention on helping the struggling but honest printer.

Who reaps the benefit of price-cutting? There is no lasting benefit in it for anyone. The buyer of printing who hunts around seeking a victim to his wiles deserves no consideration—yet he apparently receives as much as anyone.

The printer who deliberately cuts prices admits his failure as a salesman—he admits he cannot carry on by fair means, and he certainly will not be able to carry on for many years by unfair tactics. The pity is that, while he is losing his own credit, he is jeopardising the goodwill of others.

Example 72 ("You are") starts off with a truism which is not always appetising. If the personal element had been omitted, and the plant stressed a little more, this would have been a close runner-up to Example 70. We are here to-day and gone to-morrow, but *Printing* lives on for ever.

Example 73 ("Money makes money") is rather jolly. Money, and the spending of it, is always interesting. But it was the last paragraph in small type—rather difficult to read—that teased me: "If you could do with a little more money, consult the Costing Secretary." I was just about to reach for my hat and come along straightaway when I noticed the invitation was printed in red—the danger colour! I quite appreciate the link between the heading and this last paragraph, and the reason for both being printed in red; but it will generally

be found that print in red type of the same size and strength as an accompanying paragraph in black or a dark colour, whilst on the one hand the colour (red) may attract the eye because it is in colour, it loses on the other hand a great deal in emphasis value because it is more difficult to read. But this is by the way.

The heading to Example 74 ("Print more—sell more") is an excellent advertising slogan, because it advertises PRINT whilst pointing out a truism to manufacturers in general. But as it is not intended here as a hint to the printer to take his own medicine, it seems to me rather a waste of valuable space. The lower part, however, goes right to the point: "Go all out for work which will fit and fill your plant, and yield a fair profit. . . ." This and the remainder of the copy is an excellent "argument" complete in itself in favour of the Costing System, and needs no introduction.

It may appear to those responsible for the production of these cards that, because I have ventured to criticise one or two details, I am against their use, and am contradicting the statement I made regarding Example 72 and the price-cutter. That is not so. I am a firm believer in advertising, and these cards I consider so suitable and so useful for the purpose that they are worthy of special attention. By giving them an extended notice, the "printer who cares" will be absorbing their meaning over a longer period, which is an advertisement unto itself.

The orderly and well-managed office is not a perquisite of the printer in a large way of business;

many small businesses are entitled to the word "successful." And there is work for both without treading on each other's corns or tearing at each other's throats.

One thing, however, seems fairly certain: business prosperity in the future will not be accomplished without effort, for competition will be with us for a long, long time, and during the coming years trade will be severely tested. Costs will have to be held well in check, and production increased by efficient and judicious management.

One excellent way of securing more printing of the kind that pays to handle is to concentrate on that class of printing which the buyers cannot do without; but be sure your works are capable of handling it, remembering that the business of a printer is not merely to sell printing as such, but to create printing that will bring business to his customer. Price-cutting must not be allowed to enter into such a proposition—to attempt to drive a competitor out of the field by such methods is a risk, and should be confidently relegated to the hell-box.

Construction is the order of the day—not destruction. Better printing means better prices—the true value of printing lies in not so much what it costs as what it does. Let that get-together spirit which has done so much in the past prevail in even stronger measure to-day and to-morrow, and the printing trade least of all need have no fear for its future. *And do not be afraid to advertise.*

All correspondence and specimens for review in Craftsman's Corner should be addressed to H. Naylor, 8, Aubert Park, Highbury, N.5. Noms-de-plume may be used if preferred, and suitable subjects will be reproduced.

West and North-West Master Printers' Association

Summer Outing

A PARTY numbering about forty, consisting of members of the above Association and their ladies, journeyed in charr-a-bancs to High Wycombe with the object of inspecting the Wycombe Marsh Paper Mills, by invitation of the directors. On arrival at High Wycombe they were welcomed by Mr. H. Wilkinson, one of the directors, and conducted over the mills by that gentleman, assisted by Mr. Edwards, Mr. King, and Mr. Macdonald. Unfortunately there had been a partial breakdown of the plant a few days earlier, but the management had succeeded in getting a great part of it re-started, including one machine which we were informed was the largest of its kind in the British Isles. Great interest was evinced in the processes of breaking down the pulp and bleaching and dyeing the various papers, in the manufacture of which this mill specialises.

The tour of the works over, the company adjourned to the Red Lion Hotel, where ample justice was done to a capital lunch. Mr. W. H. Leveridge (President of the Association), who occupied the chair, submitted the toast of the King, and followed with the proposition of a hearty vote of thanks to the directors of the mill for so kindly receiving the party and explaining the various processes. This was seconded by Mr. W. J. Pollock, who referred to the new system of paper standardisation and commented on its advantages to printers and papermakers alike. Mr. Wilkinson

(managing director) and Mr. King (publicity manager) responded on behalf of the proprietors of the mill.

The party then re-mounted the charr-a-bancs and proceeded to the Jordans, where a halt was made and the Meeting House, famous for its Puritan associations, was inspected with very great interest. From here the company passed on to Chalfont St. Giles, and called at John Milton's Cottage, and from thence to Chalfont St. Peter, where tea awaited a party quite ready for it, in the famous Old Greyhound Hotel, a hostelry dating back to 1064, and of sufficient importance to be mentioned in Doomsday.

After tea Mr. F. A. Perry proposed a vote of thanks to the organisers of the outing, Mr. Leveridge (President) and Messrs. J. R. Burt and P. G. Crannis (the hon. secretaries), specially regretting that Mr. Crannis had been prevented from accompanying them that day. The President acknowledged the vote of thanks, and another move was made, the Chenies being the next stopping place. Here, by the courtesy of the Custodian, we were enabled to enter the church and examine the beautiful mausoleum of the Dukes of Bedford.

The run home was made in good time, the party having thoroughly enjoyed a day spent in some of the most delightful sylvan scenery to be found in the Home Counties.



1809

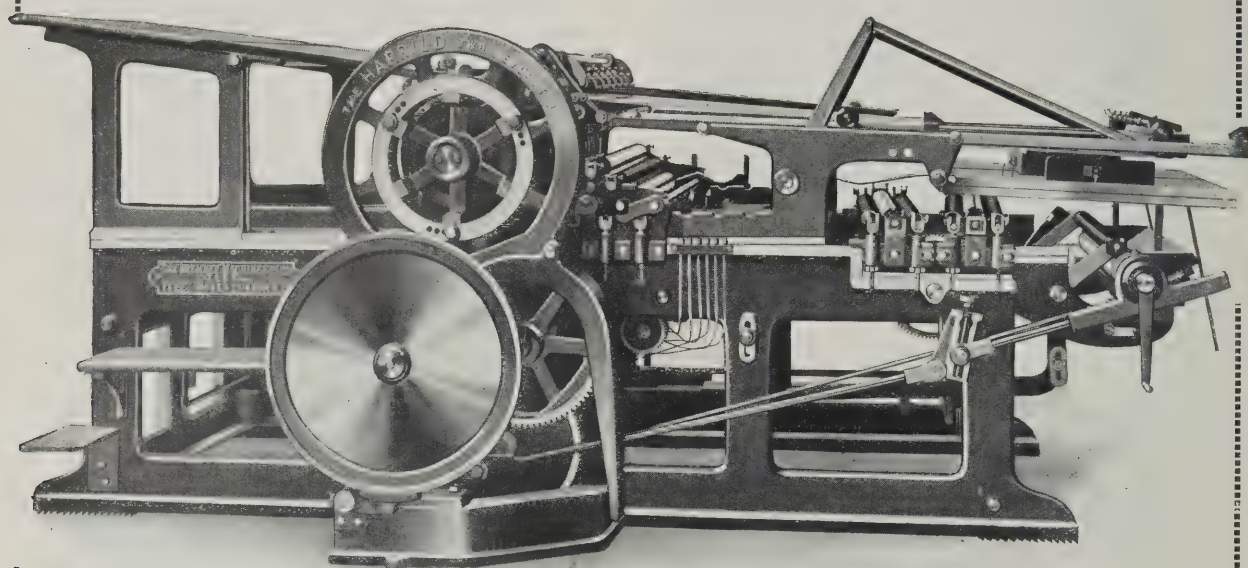
ROLLERS AND COMPOSITION

1926

THE "HARRILD" TWO REVOLUTION

The latest high-class Four Roller Press

Inking, Impression and Sheet Delivery are so designed that
maximum production is assured.



UNYIELDING IMPRESSION UNDER THE HEAVIEST FORME.

**SUPER ROLLING POWER—FOUR $3\frac{1}{2}$ in. DIAMETER
INKERS COVER A FULL FORME**

Every detail combines to make the Harrild the Finest and
Fastest Two-Revolution procurable.

HARRILD & SONS, Ltd.,
"Fleet" Works, Norwich Street, Fetter Lane, London, E.C.4.

COLONIAL PRINTERS CAN GET FULL DETAILS OF OUR MACHINERY FROM OUR

Sole Agents for South Africa: Spicers (Export), Ltd., Cape Town, Durban, and Johannesburg.

Zea and: Brown & Stewart, Auckland and Christchurch.

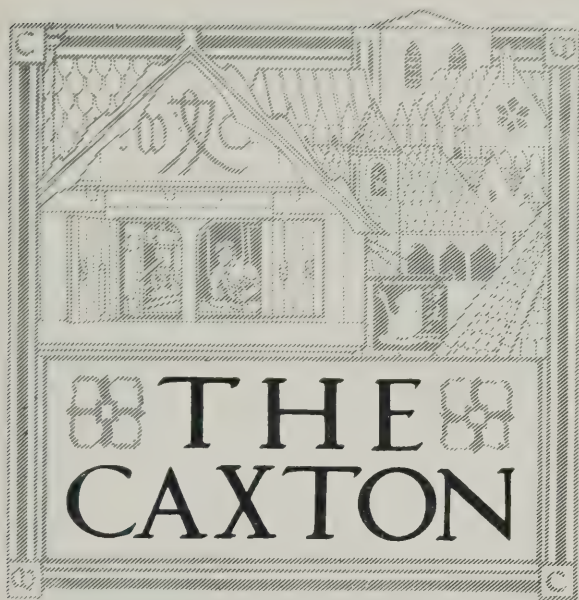
S. India. Sole Agents for Australia:

Edwards, Dunlop & Co., Ltd., Sydney, Melbourne, and Brisbane (Wharfedale Printing Machines and Self-Clamp Guillotines.) Middows Bros. & Linton, Ltd., Sydney and Melbourne (Box Making, Binders' & Stereo Machinery, &c.)

Sole Agents for New

Sole Agents for Madras Presidency: Massey & Co., Ltd., Madras.

Please say you saw the Advertisement in THE CAXTON MAGAZINE.



London, October, 1926.

*The Growth of an Idea**

INSTEAD of expressing our own opinions this month, we are going to let Henry Ford speak. We shall not agree with all he has to say about labour, money, profit, organisation, and a dozen other things; but we have to confess now, as we did when his first big book was published, that we find his story of achievement thrillingly interesting, his principles of management challenging to our established ideas, and his prophecies of the development of industry soundly likely to come true.

Before extracting from this remarkable book some of its maxims and principles, we remind our readers of the gigantic business which has grown out of the single idea—an idea that anyone might have had—that of making a small, strong, simple motor-car, to make it cheaply and pay high wages in its making. From a mere handful of men employed in a shop when the first Ford car was made 18 years ago, 200,000 men are now directly employed, not one of whom receives less than six dollars a day. The dealers' and service stations employ another 200,000, and, seeing that Ford's buy twice as much material as they manufacture, and another 200,000 are employed on these cars in outside factories, this gives a rough total of 600,000 employes direct and indirect, which means that between 2,000,000 and 3,000,000 men, women and children get their living out of this single idea. So Henry Ford begins his book thus:—

"For hundreds of years men have been talking about the lack of opportunity and the pressing need of dividing up things already in

existence. Yet each year has seen some new idea brought forth and developed, and with it a whole new series of opportunity, until to-day we already have enough tested ideas which, put into practice, would take the world out of its sloughs and banish poverty by providing livings for all who will work. Only the old outworn notions stand in the way of these new ideas. The world shackles itself, blinds its eyes, and then wonders why it cannot run!"

And now we propose to give some maxims which are found scattered throughout the book, believing they will be as provocative of thought and quite as suggestive as a review of the book itself:—

"A generation ago there were a thousand men to every opportunity, while to-day there are a thousand opportunities for every man."

"We are in the great age of transition from the drudgery of life to the enjoyment of life."

"The idea is rather general that the chief curse of life is to work for a living. Thinking men know that work is the salvation of the race, morally, physically, socially. Work does more than get us our living: it gets us our life."

"A business that does not make a profit for the buyer of a commodity, as well as for seller, is not a good business. We have yet to learn the anti-social nature of every business transaction that is not just and profitable all round."

"An unemployed man is an out-of-work customer. He cannot buy. An underpaid man is a customer reduced in purchasing power. He cannot buy. Business depression is caused by weakened purchasing power. Purchasing power is weakened by uncertainty or insufficiency of income. The cure of business depression is through purchasing power, and the source of purchasing power is wages."

"Industry is not money—it is made up of ideas, labour, and management, and the natural expression of these is not dividends, but utility, quality, and availability. Money is not the source of any of these qualities, though these qualities are the most frequent sources of money."

"There are always two kinds of people in the world—those who pioneer, and those who plod."

"The plodders always attack the pioneers."

"Dishonest men do sometimes succeed. But only when they give a service which exceeds their dishonesty."

"One's own employes ought to be one's own best customers."

"There can be no standard wage. The very idea of a standard wage pre-supposes that invention and management have reached their limit."

"Big business is not money power. It is service power."

THE RT. HON. C. W. BOWERMAN, M.P., who is 75 years of age, underwent a serious operation on September 21, and is, we regret to hear, lying seriously ill at a nursing home in Finsbury Park.

*"To-day and To-morrow," by Henry Ford, published by Heinemann 12/6.

Five Requisites for Printed Matter*

By DAVID SILVE

BEFORE considering the relation of quality to the effectiveness of printed matter, let us consider first those things which constitute quality in printed matter. I can imagine an instance where a printed piece on news stock, in crude block letters, is better "quality" than the same matter would be if printed on imported hand-made paper in chaste Original Caslon. Such, for instance, as a handbill for a livestock auction.

Quality in printed matter is not "anything that looks like a million dollars." Somehow the impression has got around that printed matter must look impressively expensive if it is to convey the idea of quality. But quality is rather a "fitness" for the purpose to be served. Quality is excellence of character—natural superiority. Quality in printed matter is an indefinable something—the result of the well-doing of a number of things.

The things that give quality to printed matter are not seen by the man to whom it is addressed. He is either interested or not by first impressions; and whatever his impressions or impulses, they come simultaneously. Attention, interest, desire, and impulse to action come instantly and all together or—they don't come at all. A piece of printed matter must be as instantaneous in its effect as a flash of light. And here quality adds to its effectiveness. So let's have a very definite understanding of what we mean by quality in printed matter.

At the beginning of the list of essentials, let us place "copy."

Probably the people you'd like to do business with are not going to give you their reactions to your copy, whether favourable or unfavourable. But thinking now from their point of view—your copy is a factor of your business which they know intimately. If it does not say *quality*, then the printed matter is carrying a big handicap at the start—one that it will be hard for impressive expensiveness even to overcome. Give a thought to your copy, remembering that the reader has only about one-third as much time to read your copy as he used to have. Make it newsy, make your point, and stop!

Immediately after copy, let us put "Design."

Of the things that constitute quality in printed matter, none is greater than design. The people you'd like to do business with probably do not realise the part design plays in the effectiveness of your printed matter. They know merely that certain pieces strike them favourably, and others do not, without quite understanding why. They aren't going to go out of their way to offer you advice about your printed matter. Before attempting to design a piece of printing one should study the copy appeal, and understand the purpose or objective clearly. This done, the rest is not difficult. Design can attract attention and arouse interest; but the copy must create desire and give the impulse to action.

Design in printed matter implies everything except copy. Design includes not only what is put on the sheet of paper, but the paper itself: its size, colour, texture and finish. Design also takes into consideration something about the processes of printing and cost of production.

Design, therefore, plays a large part in determining the nature of the typographic dress of a piece of printing. Typography can express the delicate feminine, as well as rugged strength; it can express jazz; and it can express the dignity that induces belief. Typography can make an appeal to the imagination; bring back memories of the "good old days." Typography can do any of these things, thus giving to printed matter a quality of effectiveness, if typography is directed by and is a part of good design.

Of course, the designer must be thoroughly familiar with the traditions and possibilities of the various type face, and must know the effect of proper word, letter, and line spacing. He must know at what widths various sizes of type will read best and look well. If he knows these things and keeps them in mind he is on the road to producing printed matter of quality. If, in addition to this, he is conversant with the different schools of painting and has a sense of beauty and harmony acquired by a trained appreciation of art, he is then on the way to do really outstanding work in the arranging of type and designing of printed matter. He is aware of the fact that as much taste and inspiration go into the making of a good postage stamp as into the painting of a wall decoration.

Design in typography is not alone the making use of unexpected type arrangements that usually have good sound reasons behind them. And, by the way, some of these new departures in typography may be a valuable addition to the average typographer's repertoire. Design in typography, as I see it, consists of a freer and easier and more whimsical use of materials, expressing the mood of the copy, when possible—being interesting and in good taste, *always*. I believe that we can well afford, on occasion, to depart from the traditional type arrangements. It is better to do a new thing fairly well than imitate an old design—no matter how good the original or the imitation.

It may well be asked: What has all this to do with our title, "Why quality adds to the effectiveness of printed matter." The answer is—a great deal. If you have gone this far with me I do not believe I will have much difficulty in demonstrating that quality adds to the effectiveness of printed matter.

1. *Printed matter is a contact. It represents the sender.*

2. *Printed matter is an appearance. It must look its part.*

3. *Printed matter is reading matter. It must be interesting, easy to read.*

4. *Printed matter is a salesman, going to people whom the flesh-and-blood salesman cannot reach. It must do its work under handicaps.*

5. *And last, but not least, printed matter is up against tremendous competition in its never-ceasing battle for attention. Its very appearance must proclaim what it is, instantaneously.*

These five points, in the order named or in any other order, make the sum total of the case for quality printing. It is needless to say that only quality printing should be employed for the promotion of high-class services and merchandise. That is an obvious conclusion. What needs be said is that a great deal of printed matter would

*Paper read before the Graphic Arts Departmental at the Advertising Clubs Convention.

be more effective if a little more thought had been put into the copy or the design, or both.

In closing, let me remind you that quality—and by quality I mean fitness for its purpose—has never hurt the effectiveness of any piece of printed

matter, be it a laundry ticket or a sterling silver-ware catalogue. Quality is excellence of character—natural superiority. It is the result of many things, each one well and thoroughly done. It is a good habit to cultivate.

The League of Youth in Printerdom

YOUTHFUL enthusiasm and the spirit of comradeship made the conference of young master printers organised by the South-Western Alliance at Perscot Shippam a great success.

Mr. Parker, in opening, welcomed the League of Youth in the Printing World, and expressed the interest taken in the movement by the elder statesmen of the Federation. The addresses were given by experienced speakers who found their audience inspiring and keen to take advantage of practical points.

Mr. Frederick Steel (Stroud), gifted with a fund of humour and a wealth of experience, told them "How to Build a Business," or, at any rate, the way he had done so quite successfully. He contrasted the early days he spent inking 100 double-crown posters on a hand-press, with the beginnings of young printers to-day. Hints on equipment, office routine, costing and selling were offered and noted. The folly of over-equipment and also of being too conservative was emphasised, and consultation with the workers and staff as to methods of working jobs was strongly urged. The discussion of this and subsequent topics was frank and earnest. An evident desire to obtain information and not to express opinions marked the proceedings throughout.

Mr. A. E. Goodwin, in the unavoidable absence of Mr. Stenbridge (Federation President), took a larger share in the conference than he originally intended, and outlined the history, organisation, purpose and function of the Federation, and drew attention to its democratic basis, its labour policy, its activities to set a proper standard and to safeguard the interests of printers generally. Later in the proceedings he told them of some of his experiences in Canada and America, which were supplemented by Mr. Holmes.

Mr. Arnold, of Bristol, supplied the technical feature of the programme with a very clear talk on the development of gravure printing, which he claims all printers will have to understand before many years. The samples he produced aroused keen interest, and the questions on points of detail showed how the younger generation is following the trend of thought in the industry.

Mr. Williamson made his address on Costing in general and the Federation System in particular quite a fascinating topic. He had no difficulty in drawing upon his stock of facts and figures to show the advantages of costing on Federation lines either in large or small concerns. Some of his statistics startled the young men—that in businesses with a turnover of £2,000 a capital of 76 per cent. was used, whereas in one of £10,000 the average was 82 per cent. The importance of using depreciation reserves for the re-equipment of plant and machinery was emphasised, Mr. Williamson contending that many printers to-day were living on their depreciation fund. Representatives from smaller firms were particularly interested in the experience of other members in using time dockets, job cost sheets, and records of output.

Mr. Pole, the Alliance organiser, had an interesting story to tell of his tours from Bristol to Land's End and Banbury to Torquay, and interviews with all the printers in between. How greatly the trade needed organising and what progress had been made in the past two years. He appealed to the young men to help in their areas to arouse greater interest in the work done to uplift the quality of work and standard of prices.

The special feature of the conference was a realistic discussion of a labour problem, with Mr. A. E. Goodwin and Mr. A. E. Holmes leading the two sides. The opening of the proceedings was not on orthodox lines—the position of the table being objected to by the representatives of "labour"—but when the atmosphere was restored to normal, the debate went forward smoothly and was kept at a high level, and finished on the usual lines that everything said would be reported to the respective executives.

Mr. W. Sessions (York) had a very sympathetic audience when he enlarged on the difficulties of estimating and the necessity for collecting actual records of operational times for all classes of work in every printing office. He also showed the fallacy of increasing turnover irrespective of close study of the effect on profits. Brimful of practical hints, carefully noted by the young printers, they showed their appreciation at the close by their stream of questions.

Mr. G. F. Storey, another Yorkshire visitor, was the special speaker on Salesmanship, and in his own original way he related the story of many advertising campaigns he had originated or taken part in.

Mr. H. H. Potts (Hastings) contributed a helpful paper on Idealism and Profits for Smaller Printers.

At the close of the conference it was unanimously decided to ask the Alliance to take steps to continue the movement to further enlighten and educate young master printers.

The outings were thoroughly enjoyed, and included a visit to Hodgkinson's Paper Mills, Wookey Hole, Sir Isaac Pitman & Sons' Works, Bath, and to the two newspaper offices in Bristol.

The concluding function was a luncheon given by the Bristol M.P.A., presided over by Mr. Bodey, the local president. Mr. Cheney (Banbury), after thanking Bristol printers for their generous hospitality, presented on behalf of the young printers a wallet suitably inscribed to Mr. G. F. Jones, J.P., the Secretary of the South-Western Alliance, to whose thoughtful supervision of all arrangements the success of the conference was largely due.

MESSRS. PRONK, DAVIS & RUSBY, LTD., have removed to larger and more convenient premises, which will enable them to deal more expeditiously with all orders and inquiries. Their new address is Ajax Works, 17, Cumming Street, King's Cross, N.1. Telephone North 4316 (two lines).

Printers and Publicity Printing*

By CHARLES AUSTIN BATES

ALL the printers in the country working individually or in co-operation cannot increase the consumption of routine printing. The volume of regular commercial printing, including catalogues, follows the trend of general business. Printers can have nothing to do with its increase or its decrease. There is only one kind of printing the volume of which can be indefinitely increased, and that is advertising printing.

The printer, being the one most vitally interested, is the logical one to take the lead in the creation of this sort of business. That there are difficulties in the way goes without saying, and the greatest of these difficulties is the fact that the average printer does not believe in advertising. He does not believe in it for himself, and therefore cannot conscientiously or convincingly recommend it to his customers.

There is really nothing very difficult or mysterious about this advertising business, particularly the kind of advertising business in which the printer is chiefly interested. Advertising printing—direct mail advertising—is simply asking for business where business is. The power of advertising is not due to any miraculous quality, but solely to the fact that, by reason of the printing press, many thousands of people can be asked for business, to each one who can be asked orally. By the use of ink on paper the business man can sit at his desk or stand behind his counter and be in one thousand or one million other places at the same time. That is what gives advertising its power. All the rest is detail.

Of course, some printing is better than others, some copy is clearer and more persuasive than other copy, some illustrations illustrate better than others, and all of these things have an influence on the effectiveness of the advertising. Skill in the execution of these details in an acceptable manner can be developed in the printer himself, or can be bought. Printers can learn to be journeymen advertising men with no more effort and in no longer time than it took them to become journeymen pressmen or compositors. Some, because of natural aptitude or greater industry, will become better advertising men than others, but they can all learn something and do something in the right direction.

An employing printer is seldom for very long his own pressman or his own best typographer, but if he is to succeed as an employer he must have some fairly practical knowledge of press work and typography, and to succeed as an advertising printer he must have some knowledge of advertising in order that he may buy intelligently the special services in this line that his business requires. In one way or another he must equip himself to offer constructive suggestions, which will lead to a demand for printing which does not now exist. He must at least study advertising enough to know what it is all about, and enough to clear his mind of false ideas concerning it.

Let it be understood that by constructive suggestions I do not mean dummies, layouts, colour schemes and copy submitted on speculation.

These are details.

What the printer must learn is why it should go and to whom. And it is really simple to find this out. The selling problems of all business are fundamentally alike. The principle is the same in all cases. What we call research and analysis is a simple matter. We merely wipe our minds clear of pre-conceived notions about the mystery of advertising, and say to ourselves: "What kind of goods is to be sold? Who has use for them? Where do they live? Why should they buy? How can the purchase benefit them?"

The correct answer to all these questions is easily found, and it makes no difference whether the merchandise be layettes or tombstones.

We know that on the average throughout America about fifteen babies will be born to every thousand people, and that there will be about fourteen deaths. We know that approximately half of the inhabitants of every town wear glasses, and that seventy-five per cent. of those over forty should wear them. Every family in every town is a prospect for an optician. If a printer wants to become an advertising man let him begin by studying one business—no matter which. He will find a local dealer in shoes, or furniture, or jewellery ready enough to talk. Everybody likes to talk about his own business. Find out how shoes are bought and sold—why this particular dealer believes people should buy from him—what class of trade he wants. Put yourself mentally in his place. Ask yourself: "If I owned this business what would I do to get more sales?"

The inevitable answer is: "Ask for them." And if that doesn't lead to type-setting, printing and mailing, where does it lead?

There is the whole principle and practice of direct-mail advertising. We know, of course, that once asking seldom makes a sale, therefore we ask again, and again, and again. That is a campaign.

Exactly the same principle applies to the business of a manufacturer. There is nothing difficult or complicated about it, if you ask the few simple questions necessary to find the facts—the real problem of the business. Don't be bluffed by the apparent peculiarities of a business. There are no peculiarities. Just ask what—to whom—where—and why?

A short time ago a hardware jobber asked: "How can advertising be used in our business? How would you apply it to the thousands of items in our stock?" The answer was: It is not merchandise you are selling, but service. Advertise the service. Jobbers don't sell merchandise. They sell the convenience of a reserve stock—ready on demand—shipped promptly—billed fairly—priced right—on acceptable terms. One jobber has no constant price, or quality, advantage over another. Once in a while he guesses the market better, but that is gambling—not jobbing. What he really sells is service.

By the same token, what the machinery maker sells is not machinery, but a method of speeding production and lowering unit costs. A printer does not buy a press because it is made of so many pounds of steel and iron built into various forms. He buys something which he hopes will increase his profits. The problem is always the same.

*Paper read before the Graphic Arts Departmental at the recent Associated Advertising Clubs Convention.

Quite recently I was asked for a plan to sell glue-room machinery. Up to that moment I did not know such a thing existed. Question number one, What? Followed by, "Who can use it profitably?" Where are they?

Furniture factories have to paste pieces of wood together into the various monstrosities sold on the easy-payment plan to folks who have that sort of taste.

Some of these glue machines sell for 3,000 dols. and more. Small factories, therefore, were not prospects. But Boyd's City Dispatch supplied a list of 2,000 rated at 50,000 dols. and over, and a campaign of twenty mailings is now going to them.

And we are not offering them machines. Our story is that we can speed production, and lower the unit cost. It is added profit we have to sell. That is what the furniture manufacturer buys.

You see how simple it is. Printers should read the advertising trade publications, and some of the voluminous books on the subject, but should not take them too seriously. Most writers about advertising have a tendency to magnify details and to drape the whole subject with a mystery which does not belong to it.

When one reads stories of elaborate market investigations—of advertising agencies employing two hundred people and of experiments with hundreds of college students to determine the relative advertising value of red and blue ink—the whole business seems discouragingly formidable.

But these mountains made of mole-hills are mostly scenery and stage setting, and have little, if any, use in the advertising the printer should learn about.

All advertising is based upon the one vital principle that sales are secured by asking for them. Direct-mail advertising is merely the multiplication of spoken words. The advertiser says in print to one

thousand or one hundred thousand prospects what he would say orally to one of them.

Every prospect of every printer will admit the propriety of writing one letter to one prospect asking for business and telling how the buyer can benefit. Everyone will agree that if this procedure is justified in one case it is justified in a dozen—and that a follow-up of several letters to each prospect would be quite logical.

Having gone so far, it is difficult to avoid the conclusion that similar tactics should be used in asking for business from the total available list of possible buyers. And the printer can show that at the cost of six letters, a direct-mail campaign of twenty-six mailings can be made over the full period of a year.

The exact form of the mailings, their size, shape, colour and periodicity are important, but not vital. These things are frequently merely matter of individual taste and opinion. There is, and can be, no infallible rule.

Copy, including illustration, is intended to present the facts about the service or merchandise to be sold. To sell advertising-printing the printer need not be an artist or an expert writer. He can buy whatever he needs in these lines. He already knows how to print, so when I say that printers should become advertising men I mean that they should learn the fundamental theories and principles of advertising and realise that these apply to every sales problem—to every business.

Any man who has brains enough to make a profit from a printing plant can, within a very few months, learn enough about advertising to talk intelligently about it with his customers and prospects, and make practical suggestions for the use of advertising-printing.

Beyond this he may go as far and as fast as he likes, or as his ability permits. The main thing is to make a start.

Another Blow at Trade Unions

THE Manchester Guardian group of newspapers have now formed their own independent trade society. The objects of the new organisation are defined as follows:—

(a) To regulate the relations between the employers, The Manchester Guardian and Evening News, Ltd. (hereinafter called the company), and the employes of the company, in the production or distribution of the company's newspapers.

(b) To promote the welfare, security and efficiency of such employes.

(c) To promote a good understanding between the company and their employes, and the settlement of all disputes between them by arbitration and other lawful means.

(d) To provide benefits, which may include funeral, abnormal sickness, widows, orphans, and social committee expenses, and such other benefits as may from time to time be agreed upon.

(e) To promote the efficient conduct of the company's newspapers.

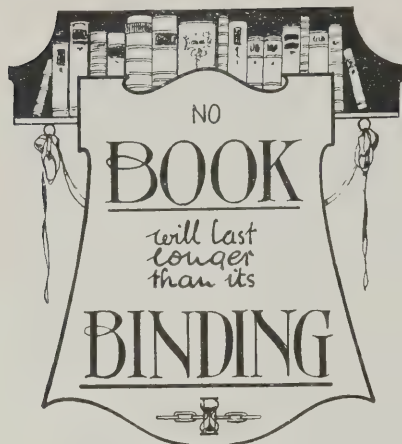
(f) To provide security for the rightful interest of the public in the uninterrupted service of the company's newspapers.

(g) Generally to promote the interests of the company and the society.

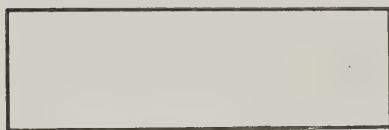
(h) To enter into such an agreement with the company as may be necessary to promote all or any of the objects of the society.

Of the total number of employes of the associated publications, 701 have definitely accepted membership of the new society. Eight other trade unions, besides the Typographical Association, have members who are employed by the publishers of The Manchester Guardian and The Manchester Evening News, and it was to be expected that this new move would meet with very active opposition. The Typographical Association has intimated that it cannot regard membership of The Manchester Guardian and Evening News Society as consistent with the obligations of its own members. There are about 826 persons on the wage list of the firm. Of these, some 200 are members of the Typographical Association. Thirteen of these T.A. members have intimated that they will accept the instruction of their trade union; all the rest of the typographical employes have consented to join the society now being founded.

Mr. E. W. H. STANLEIGH, manufacturer of the "Standard" automatic and hand numbering machines and the "Stan-Wear" type-high machine, and distributor of the "Restorex" remedies, has removed from 23, Bartlett's Buildings, E.C.4, to more commodious premises at 43, Mitchell Street, Ironmonger Row, E.C.4. The new premises are close to Old Street Station.



BOOKS BOUND BY US
ARE BOUND TO LAST.



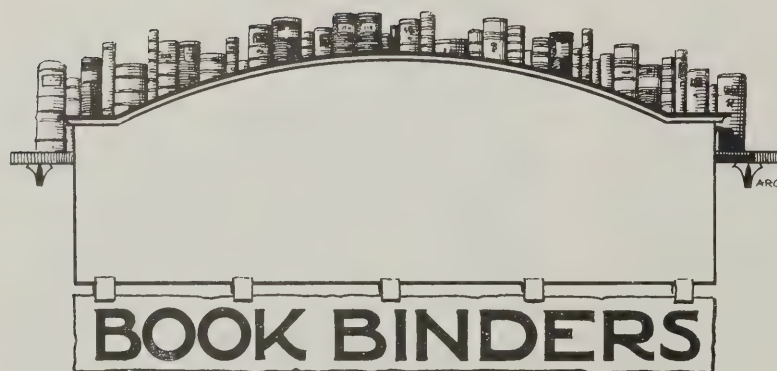
LOOK IN WHEN YOU'RE PASSING
IF YOU GO FURTHER YOU'LL PAY MORE.

Design No. 5

The Small Printers

WE have often urged that
This applies especially to
small businesses. To encourage
complete stereos of any or all
this page at the rate of 2/3 each
are the best judges of the medium
are many.

*Applications for stereos
addressed "Advertiser",
Vernon Place, Southampton*



*Books Bound by us are
"Bound to last"*

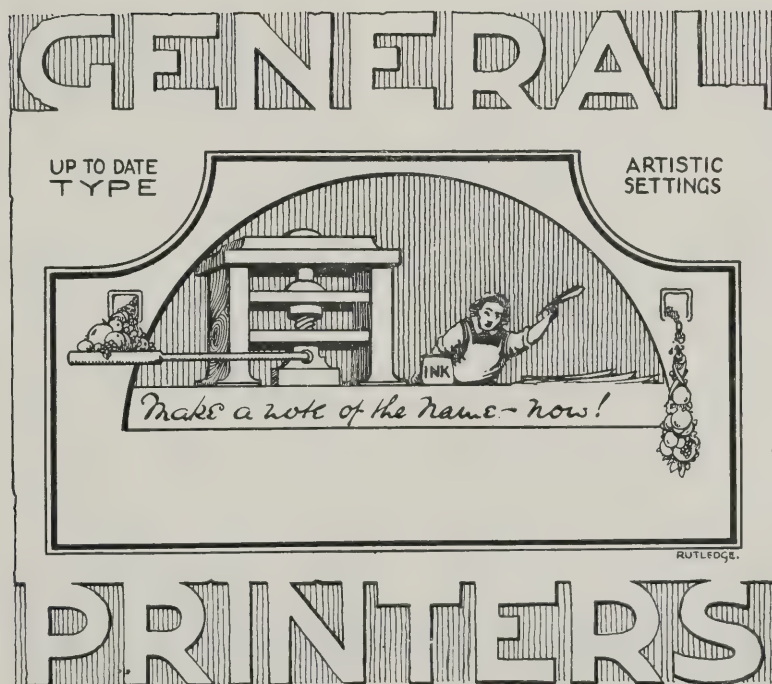
WE ARE THE LEADING LOCAL BOOK BINDERS.

Design No. 7

these stereos, which
 our last issue, were so
 service has met with
 that we renew our
 at 2/3 each.



Design No. 2.



Design No. 4.

Printer Sons of the Principality

The Conference at Aberystwyth

Monday, September 20.

BY four o'clock two contingents of young master printers from North Wales, including one lady, had arrived for the Aberystwyth conference, and less than two hours later, when the members from South Wales had arrived, mostly in cars or on motor cycles, bringing with them two more ladies, Caerleon House had fully awakened from a short slumber after its summer season.

None of us knew what a Young Master Printers' Conference was like, although we had all heard rumours of Jordans, and Manchester, and Shipham, and we were a little nervous. But each of us immediately on arrival was sent into the dining-room for a meal, and that helped to make us feel at home; and when we had chatted with Mr. Alfred Smith, of Cefn, the father of the conference, Mr. A. E. Baker and Mr. Herbert Tomkinson, the secretaries of the North Wales and South Wales Alliances, and with Mr. Cumner and Mr. Donald Brown, we began to feel fully at ease, realising that while we were expected punctiliously to attend the business sessions, we should have many lighter moments in pleasant surroundings and in congenial society.

We were each given a packet containing, among other things, a badge showing our name and town. These we were supposed to wear, and we were glad to do so, because in the interval before supper at eight o'clock they enabled each of us easily to make the acquaintance of the sixteen other members of the conference who had come from the extreme ends of the Principality—from Conway and Cardiff, from Bangor and from Treorchy, and from other places with strange spellings that even the more Welsh members were not sure of. Much that was good could be seen without straying far from the steps of Caerleon House, for, being situated on the Marine Parade and facing due west, we had sight of the first of several glorious sunsets we saw during the week. Some also found the situation convenient for a bathe in the sea—and some did not, preferring to explore the Parade beyond the University buildings.

Supper over (we were all pleased it was not styled "dinner"), we were with some regret shut off from the harvest moonlit seas and ushered into the "common room," but before the week was out we came to regard the evening self-sacrifice almost as an indulgence.

Mr. Smith, whom we gradually discovered was the President of the North Wales Alliance, now more formally (yet not formally) welcomed us, and explained more clearly why we had come to Aberystwyth. North was greeting South, and South was greeting North, he said. Such gatherings as ours were specially needful in these days when new inventions, specialisation, and mass-production were ever bringing new problems into industry. Already it was clear that greater responsibilities would rest upon the sons than rested upon the fathers, and even the new conditions would continue ever to change. The master printers of the future must rise to the occasion, hence the need for the conference and for bringing the future employers in the printing industry together to ensure a keen interest in the Federation of Master Prin-

ters in the future. He also enjoined us to be punctual and diligent, and to appoint a father of the chapel. (We elected O. G. Roberts, of Llandudno, to this job.)

Mr. L. J. Cumner, of the Federation of Master Printers, briefly outlined the development of trade unions and employers' organisations, explained the structure of the Federation and its relationship with the trade unions in the printing industry, and said that upon us particularly rested the continuance of the valuable work of the Joint Industrial Council and the District Committees. Some of us had been inclined to think that the less we knew of trade unions the better, but we began to realise that here was a subject for useful study.

We were led upstairs to the drawing-room, where we made the acquaintance of Major and Mrs. Stimson, our hosts, and their grand piano. From the latter Harold Glossop, when he could be weaned from a surreptitious ukulele, produced some quite good music. We found that Miss Roberts was a splendid accompanist, and that there were some singers amongst us. Mr. A. Williamson, the Federation Costing Secretary, arrived, and he set the pace in telling stories. A breath of sea air, the taking of (a few) names for the before-breakfast bathing parade, and then to bed.

Tuesday, September 21.

After breakfast (for which most of us were punctual) we waited expectantly for the arrival of the Mayor of Aberystwyth to welcome us to the town. A tall person entered the room, and we rose to our feet, only to discover that it was Mr. R. Read, of *The Cambrian News*, Aberystwyth—nevertheless, as we found later, one worthy of the honour, if only for his preliminary work in connection with our conference. We were on safer ground with the next arrival, for he wore his chain of office, although Mr. Smith introduced him as the Deputy Mayor, Alderman Rhys Jones, explaining that the Mayor, with a number of members of his Council, was visiting other seaside resorts to learn how they did things. Ald. Jones, in his words of welcome, claimed that his presence was specially appropriate in that he was a printer by trade (although not a master printer) and the only printer on the Council. The Town Clerk, Mr. T. J. Samuel, had an experience to tell of the temporary management of a printing office, and he also referred to the foundation of the *Press Cymru* in Aberystwyth by printers from Carmarthen, and of the printing of the first book in the town in 1809.

This ceremony over, Mr. Williamson gave us a talk on Estimating and Costing. He was devastating. He endeavoured to fix in our minds his axiom that "Cost is a fact" by producing some figures to show how little profit is made by the average printing business, and he was responsible for many hours of lost sleep that night. He held up for our gaze the printer who took a job, felt the paper, placed it to the light, and said, "Four shillings per thousand"; and on this text he told us in a short time a tremendous amount about scientific estimating and costing. Psychology as well seems to enter into the matter, for he said the printer will win much more respect from his customer if he keeps him waiting half an hour for

an estimate than if he gives him a price at sight. He admitted that other costing systems than the Federation Costing System might in a measure be satisfactory for individual firms, but he cogently argued that only with the system prepared by printers for printers was it possible to make comparisons with the results in other factories.

We asked him a few questions, but we had not yet found our feet, and it was only when he had left us and we could not put them to him that we fully realised how disturbing his facts had been.

Our sense of inadequacy grew apace as Mr. Donald Brown, chemist and engineer, of the Ely Paper Mills, Cardiff, began to talk about "Paper as it Affects the Printer." We had prided ourselves on being at least nearly fully-fledged printers, but we were soon convinced that until we knew more about paper than we ever imagined there could be to know, it were presumption to call ourselves printers. Nevertheless, he was young, and he was merciful, and he gave us many useful hints concerning the paper-maker's product. He explained why certain papers should not be used for wrapping food; he made us ashamed of having ever received a bale of paper without immediately cutting the cord; he told us how to prevent tinted papers from fading, and he safeguarded the paper industry from ever again receiving complaints, at least from us, until we have given attention to the atmosphere in which our paper is stocked. He was illuminating in showing how a printer could quote a lower price without reducing profits in giving a more satisfactory article to the customer, if he would only let the paper-maker know the purpose for which the job was required.

The many questions fired at Mr. Brown clearly indicated how much the subject had interested us and how elementary was our knowledge. What is the cause of streaks in paper? How is the deckle edge made on imitation hand-made paper? What is the essential difference between a laid and a wove? How can one tell the right side of a paper that has no watermark? And many others.

After this we were ready for dinner (we eschewed "lunch"). In the afternoon the classroom was forsaken, but the time was by no means unprofitable. A char-a-bancs conveyed us up the hill to the National Library of Wales. What a magnificent view of the town and Irish Sea from the front of the library! We had heard that the library authorities had gone to infinite trouble to set out specimens of their treasures for our inspection, but the preliminary to this was in itself delightful. Mr. J. Ballinger, M.A., C.B.E., the librarian, gathered us together and spoke charmingly on books and printing. He stated that the aim of the library was to preserve all relating to the Principality that would be useful to future generations, and he acknowledged their indebtedness to a number of printers who had given valuable documents from their files. He referred to, and showed us specimens of, Recantations—the early form of the penalty for libel—and of marriage contracts that were a Scandinavian survival in Mid-Wales. He regaled us with extracts from Cobden-Sanderson's "The Book Beautiful," and later showed us how imbued he himself was with the spirit of William Morris and the other great masters. "The whole duty of typography," he quoted, and made the keynote of all he said, "is to communicate to the imagination, without loss by the way, the thought or image intended to be communicated by the author."

Then he took us to see the library's splendid collection of volumes from the English private presses—the Ashendene, the Doves, the Chiswick, the

Golden Cockerel, and others. On another table in contrast were displayed early printed books with rubricated initials. Selecting a key from his private case, he conducted us through a maze of passages and doors to another room to see some choice volumes of illustrated books. Here Mr. Smith took the opportunity of expressing our thanks to Mr. Ballinger, and he spoke of the library as enhancing the pride of the sons of Wales in their country. Mr. Ballinger, in replying, expressed pride in the sons of Wales themselves for their support of the library. Not only were they glad to claim the library as their own, not only did rich men make munificent gifts, but miners from South Wales and quarrymen from North Wales were glad to contribute their shillings and half-crowns.

A volume could be written on our visit to the library. More than we can recall could be said of the building itself as a model of beauty, utility and economy; of the paintless but clean walls that defy fire and vermin, of the labyrinthine passages and the perfect organisation for sorting and storing its innumerable possessions. There was undoubtedly much we had not time to see, but we were glad at least to have been shown the Photostat lantern that for a few pence can provide for the distant student a photograph of a page of the most priceless manuscript, making the print in the space of three minutes. Nor would our visit have been complete without a peep at the product of the Welsh private presses of Hafod, Gregynog and Dowlais. Few of us had realised what the printing industry would be without Montgomery. Within its borders is the Gregynog Press, which has recently produced the beautiful Caneuon Ceirrog; it has given the industry the Secretary of the Federation of Master Printers and the Editor of THE CAXTON MAGAZINE, and the best known man in the county to-day has given to the Library of Wales its most treasured possession, the "King's" copy of the Great Bible of 1539, the only other copy of which extant to-day is possessed by St. John's College, Cambridge.

Leaving the Library, we were taken to the Royal Pavilion Theatre at the Pierhead, where, by the courtesy of the Lanston Monotype Corporation, we were shown the film of the Monotype factory, depicting the myriad processes involved and the care bestowed in the construction of the Monotype machine. Afterwards we were entertained at tea in the adjoining cafe, and we were delighted to have with us not only Mr. Ballinger, but also Mr. R. Read and Mr. John E. Evans, two Aberswyth master printers. Mr. J. A. Stemberge, the Federation President, and Mr. W. C. Short, a past president of the South Wales Alliance, also arrived before we had finished, so the gathering was quite illustrious. We were delighted again to hear Mr. Ballinger, who proposed the toast of "The Federation of Master Printers." He expressed pleasure that the sons and daughters of master printers represented at that meeting were taking an interest in the industry on its best side and in the masterpieces of the early printers. He referred to the increasing use of pictures to illustrate books and newspapers. As the picture was at present, he said, he preferred the printed page, but through collotype he saw better times for illustration generally. We shall not soon forget his final remark nor lose its inspiration: "I, a mere priest in the outer courts of the temple, look with hope and confidence for improvement in the methods connected with book production, which I believe will have a very important influence upon the level of culture generally in this country."

Mr. Stembridge, replying, said he had found the Library to be the "beautiful temple" he had seen on the hillside as he had approached Aberystwyth. He hoped that the tendency to revert to pictures was not a tendency to degenerate. There was another side to improved methods—it meant that "the poor printer" had constantly to be spending more money on new plant. Apart from the sentiments expressed, we were glad that Mr. Smith had proposed the toast of the printers of Abersystwyth, for it enabled Mr. R. Read in replying to enrich our synonyms for Aberystwyth with "The Athens of Wales." Mr. Baker took the opportunity of acknowledging the assistance Mr. Read and Mr. John E. Evans had given the secretaries in the arrangements they had made for the conference.

For an hour or two before supper we had complete freedom, but from the commencement of the meal there was an instinct to get down to business again. At the supper table itself the Federation President was drawn into an erudite discussion of printing office problems, and at the assembly in the Common Room afterwards all tongues were loosed. Explanations of the Costing Secretary's remarks earlier in the day were demanded and opinions were expressed; big questions of policy in regard to the addition of improved machinery were discussed. 'Tis true that the evening closed with some more yarns, but the ukulele felt slighted.

Wednesday, September 22.

We had heard a good deal from Mr. Stembridge informally yesterday, which made us look forward with greater zest to-day to his address according to programme on "Labour Problems in the Works." He by no means exalted the employer and debased the employe. It was not fair to the workers, he said, that every job should become a "rush" job through the importunities of the customer: there were occasions when the employer must stand up to the customer. Unrest was frequently caused by small dissatisfactions that could be avoided. Differences of opinion as to the accuracy of the time the bell was rung for starting and finishing work could be overcome by the installation of an electrical attachment to the time clock. On the question of output Mr. Stembridge had much to say. It was not an entirely selfish motive on the part of the employer, because it reduced costs and increased demand. Low output was not always the fault of the employes. Much depended on the example of the "boss." There was a tendency for employers to take things too easily—long week-ends, days off for golf, extended lunch hours—which had a psychological effect on the workers. In very practical fashion Mr. Stembridge discussed the relative merits of the various typesetting machines, and urged the advantage of steel galleys, modern proofing presses, automatic feeders, and other improved machinery. Employers, he said, should welcome suggestions from the workers, and even in growing businesses should endeavour to retain the personal touch. Above all, he said, "give the workers a square deal: that is the policy of our Federation."

As on the previous day, the discussion arising from the papers was even more profitable and practical than the addresses themselves. On the one hand, doubt was expressed whether fast-running machinery was profitable in small businesses with short runs, while on the other hand steel galleys were agreed to be valuable anywhere. Methods of storing standing formes were mentioned, clean floors were spoken of as a means of securing a reduction in fire insurance, and opinions were ex-

pressed on the colour workshops should be painted.

Before the next paper was read some "any other business" items were dealt with. Mr. Tomkinson conveyed a message to the conference from his son—a printer in India. The conference agreed to take up a collection for the Printers' Pension Corporation War Orphan Fund. An essay competition by the members of the conference on the week at Aberystwyth was announced, and Mr. Stembridge offered a prize. The conference unanimously agreed to the preparation of souvenir albums of photographs taken at Aberystwyth.

The next paper was another extremely practical one by Mr. W. C. Short, "From the Works Manager's Window." The complexity of problems in the printing business, he said, had to be conquered and made to fit in with a scheme that would provide dividends. The Federation Costing System returns gave a candid expression of the capabilities of the staff and the management. "They lie not," he said, "neither do they spin, and Solomon in all his glory could not put these to shame. But if you fake them or alter them, they may stand it for a time, but in the end they will turn and rend you. When I look out of my window and see the costing department at work, I feel assured I have a loyal honest friend working for me." Mr. Short went on to speak of the need for a "system in every department," and gave many practical hints on recent developments.

At the close of the session a vote of thanks to Mr. Stembridge, who was leaving at mid-day, was voiced by Mr. Tomkinson and Mr. V. H. Stanbury, and after dinner, amid strains of music from a wedding party not far from Caerleon House, the Federation President was given a rousing send-off. With him he took a message from the Aberystwyth Conference to be conveyed to the Hastings gathering of the Home Counties Alliance early in October. This was the mode of expressing thanks to the H.C.M.P.A. for starting the sons' conference idea last year.

In the afternoon we had the one and only "joy-ride" of the conference. This was a motor drive to Nature's greatest effort within twenty miles of Aberystwyth—Devil's Bridge. The outward journey was through the wild country by Pont Erwyd. After two hours spent most enjoyably in ascending and descending hundreds of rustic steps to inspect the falls, we returned along the ledge-like road on the hillside overlooking the beautiful Rheidol Valley to Aberystwyth.

In the evening we settled down to more discussion, again forgetful of the musical talent in our party. Mr. J. C. Brunton, vice-president of the Federation, arrived from Llandudno with his son, breaking his holiday to visit us, and he spoke to us on the beginnings of the organisation. He also made a pointed reference to the fact that he was sure we were tired because he was feeling tired, and then Mr. Smith relaxed his hold. And so to bed.

Thursday, September 23.

The programme was re-arranged to-day, as we heard that the arrival of Mr. A. E. Harrison would be delayed, and Mr. F. Glossop, the President of the South Wales Alliance, would be unable to visit us through indisposition. Mr. Brunton gave us an address on "The Organisation of Employers and Employed." He had evidently delved deeply and thoroughly, and took us back to the time of Henry VIII. to show the relation of early British commerce to his subject.

Mr. Harrison arrived in time for dinner, and in the afternoon spoke on "The Commercial Problems of To-day." He stressed the distinction between efficiency in the factory and over-systemisation, and urged the importance of an index being kept to show the progress of a job through the works at any moment. He urged that travellers should be amply provided with samples and information, and he left the following statements with us for consideration: Increased turnover does not necessarily mean increased profit; and a cheap job is not necessarily a cut job.

Still another address was fitted into a busy day before supper, Mr. R. J. Webber, the President of the Newspaper Society, describing the creation and control of a great daily newspaper. Cohesion, he said, was the great necessity. His address was extremely enlightening to most of us, and an excellent termination to the session. Although his remarks were of necessity but an outline, we were given a good idea of the organisation behind a daily newspaper, and the great applause when he finished showed how interested we had been.

Another interesting event of the final hours at

Aberystwyth was a visit, at the invitation of Major Stimson, to his gymnastic pupils at work—a valuable lesson in physical culture. "Father" Smith put himself into training, turning somersaults and attempting to climb the rope. Mr. Baker's superabundant energy took him up to the roof, and then the Major showed us the correct way of doing it.

Friday, September 24.

To our great regret, the day for our departure had arrived. With enthusiasm we expressed our thanks to Mr. Smith and to Mr. Baker and Mr. Tomkinson, and we made a little presentation to Mr. Smith of a gold-mounted pencil in appreciation of his kindly manner, of the firm but gentle way in which he had at times controlled our occasional waywardness, and the great efforts he had put forth to make the conference a success. But we are sure that he found his greatest reward in the fact that the conference was a success, that we left Aberystwyth wiser, if humbler, printers, that we had come into friendly contact with our fellow printers in the Principality, and that we went away asking for more.

A Splendid Gift to London School of Printing

By the generosity of The Daily News, Ltd., a two-reel newspaper rotary has been installed, which will provide ample opportunity for machine managers desiring to become acquainted with the mechanism and adjustment of a rotary newspaper press.

The students in the letterpress machine-room will now have the benefit of a course of instruction on a Vertical Miehle and a Kelly Press, both of which have been added to the plant. Still other additions have been made to the plant in the litho department, and it is anticipated that those attending for lithographic instruction in its various sections will now be able to get that practical instruction that will enable them to undertake the production of work as it is understood in the works.

The class is a terminal one from September to Christmas, and from Christmas to the end of April. The course of instruction will deal with the theory and practice of producing a newspaper, and the teacher is Mr. C. W. Seeds.

Grafika Polska

THE art craftsmen in some regions of Central Europe are displaying a strong vitality in recent years. Austria, Czecho-slovakia and Poland are all acquiring a new national tradition. In printing the progress that has been made is particularly marked, and undoubtedly the work in these countries during the next few years will well repay close study. "Grafika Polska," being printed in Polish, is beyond our grasp, but the typographic arrangement and design are of the utmost interest. The issue that has been sent for review gives excellent reproductions of book illustrations, commercial drawings and posters by a number of Polish artists. Some of these are perhaps a little too advanced for the bulk of English taste, but their force, vigour and power to compel attention can on no account be questioned. A French type has been used throughout the book for the body letter and for display, and, although this in some respects imposes limitations in the examples, a pleasant variety has been obtained. In setting the advertisements a wider range of types has been used, and some very striking effects have been obtained by purely typographic arrangement.

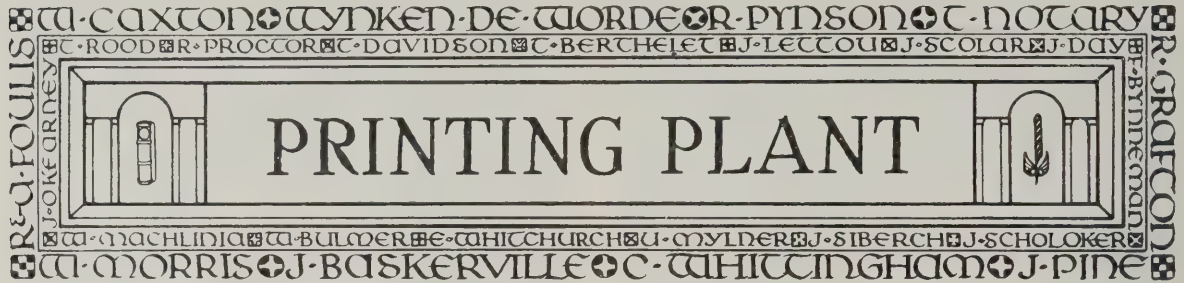
Big Newspaper Deal

SIR JOHN ELLERMAN has disposed of his holding in The Sphere, The Illustrated London News, The Tatler, The Sketch, Eve, The Illustrated Sporting and Dramatic News, The Drapers' Record, and other trade journals. Mr. William Harrison, chairman of the Inveresk Paper Co., and a large number of allied concerns, conducted the negotiations for the purchase, and will be chairman of the new company. It is understood that between £2,000,000 and £3,000,000 is involved in the transaction.

Linocuts

MESSRS. LANGLEY & SONS, LTD., have persevered with their Linocut process until they have brought it well into the forefront for advertising work. The Advertisers' Weekly published a coloured illustrated supplement last month, of which the front page design and the borders of the cover were produced by this means. And very artistic and effective work it was. There is a depth and evenness of colour and an absolutely solid effect in one impression on heavily grained rough paper. This Linograph process certainly promises some new and interesting effects. Offset would seem to have a real rival here, for the effects by Linocut can be secured on the roughest papers and cards. Plates have been taken off the machines in excellent condition after runs of 20,000 and more, so that in the production of posters, wrappers and cartons this method affords great possibilities.

SIR G. ROWLAND BLADES, BART., has been elected Lord Mayor of London. Sir Rowland is head of the firm of Messrs. Blades, East & Blades, printers and manufacturing stationers. He has devoted considerable time to public affairs, being a member of the Court of Common Council from 1913 until 1920, when he was elected the Alderman for the Ward of Bassishaw. He was Sheriff in 1918, being knighted at the Guildhall by the King when His Majesty and the Queen visited the city in connection with the celebration of their silver wedding. He was made a baronet in the New Year of 1922. The coming Lord Mayor is a member of the House of Commons, where he has represented the Epsom Division of Surrey since 1918.



PRINTING PLANT

Cylinder Packing

A VERY interesting article appears in the July issue of Caslon Circular on "Cylinder Packing," as follows:—

"Since the modern cylinder printing machine is so efficient mechanically as to be constructed well in advance of its technical speed of production, the only opportunity for increasing the earning power of the machine-room lies in the attention to details by which the machine can be used more profitably.

"Amongst these details, one of the most important is cylinder packing. It is now over a quarter of a century since the introduction of 'hard' packing instead of soft packing, and no one would think for a moment of going back to the old style. It is generally understood that if the packing is soft, this involves extra impression being used to 'chase' the impression yield, whereas if the packing is sufficiently hard better results can be obtained with less pressure. If the printing surface were absolutely level, the mounts absolutely true, the machine itself free from impression defects, the letterpress printer would still be faced with the fact that variable impression-values are required from the same forme.

"A heavy block necessarily demands more impression than a light one, and on formes of any considerable size this impression-variability is a serious factor. To use rubber of any degree of thickness would, of course, vitiate the efficiency of the hard packing, although on fine halftones it is a general custom to use a thin sheet of dental rubber. This dental rubber, although it may be of assistance in actual working, has two defects: in the first place, owing to the necessary thinness, there is not much resiliency; and secondly, immediately the impression is taken off the rubber springs back, with the result that it has to be re-compressed at every impression.

"'Efficiency,' or Tindeck Make-ready Blanket, which we can supply, is a new invention, and is entirely different from any other blanket on the market. It consists of cork and canvas, woven together in a special manner, and in addition to the fact that it is oil-proof and will give much longer life than rubber, has the very important feature of slow resiliency. This means that when the impression is made the blanket will hold the varying amount of impression until the end of the run, when it will return to its original condition.

"The Tindeck Make-ready Blanket is .032 in. thick, and is put next the cylinder with the usual overlay sheets, spot sheets, and hard packing on top. It really acts as a compensating value counteracting the variability of impression. This blanket has been most thoroughly tested, and after extended trial a large and important firm of printers has expressed unhesitating and unqualified approval of its merits.

"On a very long run on a large machine it has been found that, whereas without the Tindeck blanket the top sheet packing had to be changed several times, the Tindeck blanket enabled the run to be finished without changing the top sheet.

"The blanket costs 33s. per square yard, and its quality and value make it worthy the investigation of all printers. In adopting the Tindeck Make-ready Blanket, the only limitation necessary to bear in mind is that, the blanket being 0.32 in. thick, there must be sufficient margin on the cylinder to allow for this thickness in addition to that of the overlay sheets."

This blanket is suitable for all flat-bed machines where the cylinder (or in the case of two-revolution machines) admits of a packing of .050 in. or upwards. The "Efficiency" blanket is manufactured by the makers of the patent automatic repressed felt and Monocork blankets for rotary newspaper machines, which Messrs. Caslons have sold in large quantities for a number of years.

Phosphor Bold

THE line below shows a new type face being placed on the market by Messrs. Soldans, Ltd., and known as "Phosphor Bold." Distinguished by its character of strength and clarity, it is a face

BOLD

admirably suited for arresting display. The "Phosphor" can be had in a range of sizes from 18 pt. to 72 pt., and the price is very reasonable. Specimen sheets are now available, and can be had on request from Messrs. Soldans, Ltd., 44-46, Eagle Street, Holborn, London, W.C.1.

Open Caslon Old Face

FOLLOWING on their deservedly popular Old Face Heavy Open Series, Messrs. Caslon have now produced an Open of the Original Caslon Old Face, and a specimen of this series is shown in our present issue. No recommendation of ours is necessary to ensure a ready sale for this attractive letter among discriminating printers. While the present fashion of using open or shaded lettering in high-class advertising increases daily, and shows every sign of having come to stay, what more appropriate letter could be selected for conveying the impression of distinction and quality than the Caslon Old Face Open? We congratulate this well-known firm on their latest production.

Some Printing Fires—and Fire Prevention Hints

By FRANK COLEBROOK, F.A.I.

NARRATIVE first—as the alluring jam. The pill of serious reflections as to fire prevention and fire treatment will follow.

Benjamin Franklin's face, so calmly reflective, so suggestive of self-possession and conscious power, rises before me the moment I've written the headlines. He realised that printing was rather a bad fire risk.

Franklin thought there should be mutual protection. With him to see that a thing should be done was to set about doing it. It's woeful tragic to have to note self-accusingly how many good plans and conceptions that we form are not carried—to a *beginning*.

Franklin prevailed upon the Quaker community in which he lived in Pennsylvania to establish what we should call a fire insurance office. The idea was new to that world. It caught on finely. He could soon carry out anything he wanted to get done in the fire insurance way.

But just here a curious tale comes in. In a campaign against Indians the Quakers, who were dominant in Pennsylvania, voted money—not for gunpowder, perish the thought—but for wheat, barley and "other grain." The "other grain" meant "powder grain," but the recording angel! wasn't to find that out.

Now Franklin was incidentally what we should call a Territorial Officer. He wanted a cannon, but dared not breathe the word. Accordingly he induced the Quaker-controlled Council, who were so keen on the new scheme of fire insurance, to vote the money to buy "a fire engine." Franklin then managed to have this money expended in buying a cannon. When the Quakers learned this and protested, he reminded them that a cannon was a fire engine as truly as gunpowder was a grain.

* * *

Among the thoughts and recollections that filled Franklin's mind when he pondered fire dangers and disposed him to his insurance scheme would probably be a happening at Bowyers in London, when he was a child. Franklin worked in London for a short time at Watts's, near St. Bartholomew's. His fellow pressmen would tell him of Bowyers' fire, still a recent memory.

Bowyers' printing office was burnt down, and was rebuilt by public subscription. I can imagine Franklin pondering, would his own friends and neighbours in Philadelphia of their more friendliness enable poor Richard (his pseudonym) to re-establish his press if fire destroyed it? Would they? His prescience said "No." And pride also closed the inner discussion. He would establish mutual fire insurance. And he did.

Bensley is another name carrying a fire association. He had what I believe was quite an important office in Bolt Court. Bensley was the successful printer who backed the wide-awake German compositor, Koenig. Together, as I understand the story, they tackled John Walter, and got him to let them make for *The Times* in 1814 a machine which actually employed cylindrical inking rollers, and also pressed paper on the type by an iron cylinder instead of by the closing up of two flat iron surfaces; and all this at 900 per hour, or four times the familiar output of 225. Bensley's office was burnt down in 1819.

In 1837 there was what I believe a very serious fire at Spottiswoode's printing office in New Street Square. That I only mention because of the interest of the name; I could make a list of grave fires in printing offices, but the list would have little interest now.

* * *

Let me instead pass on to modern times.

One of the most curious fires of which I ever had experience occurred near New Street Square. It originated in a little stereo plant in a basement in a house which had been taken over by some big printers as a little extra outside accommodation. The fire soon reached the lift. This lift had been made in the familiar wrong way, i.e., with matchboarding enclosing it on all the floors. The lift was a chimney which drew the fire up the building. I found that the basement and top floor had been burnt out; the two or three intermediate floors were not damaged. There should be open wire work round your lift; not woodwork. Cold air may be excluded from the ground floor. Besides, compositors are not so afraid of fresh air as their fathers were.

* * *

IRISH TRAGEDY AND COMEDY IN FIRES.

Of all the fires with which I have been associated, the fires in Ireland have been by far the most extraordinary—as might have been expected. In the rebellion of April, 1916, when the neighbourhood of the street long named Sackville, and now called O'Connell, was the storm centre, various printers' premises were destroyed wholly or partly. Not the fire office, but you and I income tax payers paid those fire losses. Fire office policies carefully exclude compensation for loss due to civil riots and commotions. One firm stricken by fire in this fighting were soon re-housed in very fine new premises in a suburb of Dublin. Their new equipment, as I came to know it, inspired the confident hope of a long and prosperous career despite past troubles; with the happy incidental of a great amount of employment given to Dublin and to Ireland. I know no printing works more pleasantly situated than these new buildings; in ample grounds with a pleasant and quite long garden approach. Alas for the continuing chapter of accidents. These fine new premises also were burnt down. That fine business was closed, and Dublin knows it no more, save as this and that part of its connection has become attached to this and that competing printing firm in Dublin or around. A fire through riot and strife was followed by a fine new empowerment; a fire with which no thought of civil riot or incendiarism was associated, was followed by—the end of all. It was an irony.

So seemed another fire with which I was connected in Ireland. I valued an establishment which I do not want to indicate more closely. The proprietor realised, after receiving the itemised inventory, that he was under-insured. I believe he intended increasing the insurance to correspond with this independent report. But while he was considering, fire befel him; his plant was nearly burnt out. Was this accident or was it another of Ireland's dreadful series of criminal outrages? Was it some political revenge? I was sent for, and met

the surveyor to the authority ruling in that district; and he and I reached an agreement that the printer should be paid an amount very close to my inventory figure, if—. Important "if." "If" the High Court Judge with whom determination lay, when he came round on circuit and heard what could be said as to a petrol or paraffin tin which had been found among the debris, would certify that in his judgment this was incendiary fire. The Judge came and heard, but, alas for the printer, he decided that he could not so certify. Instead, he commented on the apparent general esteem and popularity attaching to the one whose premises

were burnt. Manifestly he had a good name. A "good name" was not "great riches" that day. Some evidence of a bad name, some indication that an attempt to ruin him by fire was not unlikely to be made in this quarter or in that—well, that sort of bad name might have been worth a great deal just then. But apparently no one had ever blackguarded my friend. He seemed to have been on excellent terms with everyone, said the judge; so he concluded that the plant was probably burnt through pure accident.

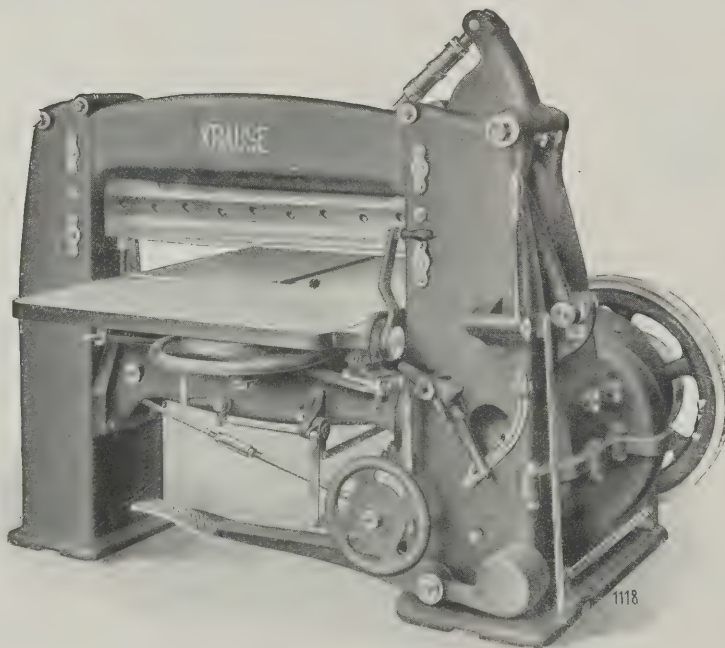
(To be continued in next issue.)

Obituary

MR. W. S. WILDBLOOD.—The death has occurred of Mr. W. S. Wildblood, of Leeds, at the early age of 41. He was partner in Messrs. Wildblood & Ward, of Cookridge Street, and a very active citizen as well as a most interested member of the printing fraternity. He was on the Executive Committee of the local association, and at his funeral there were many of his colleagues present, including Mr. Arthur Wigley (president), Mr. E. George Arnold, Mr. J. A. Stemberge (who is also President of the Federation), Mr. John Blackburn, Mr. H. Jenkinson, Mr. E. Brown, Mr. J. B. Sowrey, Mr. H. Whitehead, Mr. T. Tapp, Mr. John Sproston, Mr. H. Wood, Mr. G. Watson, Mr. Ineson, Mr. J. Wigglesworth, Mr. E. Lobley (Dewsbury), Mr. E. V. Chadwick (secretary), and Mr. J. K. King (secretary, Yorkshire Alliance).

MR. FRANK JUCKES, J.P.—Birmingham master printers have lost a very valuable member of their association and executive in Mr. Frank Jukes, who passed away early last month. He was one of the best known of Birmingham printers, and in addition to serving their interests on various committees gave much time to public affairs, being a past chairman of the Birmingham Board of Guardians, a Justice of the Peace for the city, chairman of the Justices' Visiting Committee to the Prison, and a much-respected Freemason. For some time he had been in gradually failing health, but to the last took a keen interest in his business. At the funeral, which was largely attended, the Birmingham Master Printers' Association was represented by Mr. Frank C. A. Goodman, vice-president; Mr. Reginald Hudson, J.P., past president, and president of the Monotype Users' Association; Mr. Charles Norman, Mr. Councillor Oliver Morland, and the secretary, Mr. D. R. King.

HENRY BOYCE & CO. 2, SANDLAND STREET LONDON, W.C.1



It will pay you to investigate the merits of this new

HIGH SPEED CUTTER

before placing your next order. It has some important and distinctive features which we shall be pleased to demonstrate if favoured with a visit.

Now on view in London Show-rooms.

THE NEW "RECORD" SELF CLAMP GUILLOTINE.

Holding Your Good Men

By HENDERSON FOULKE

TOO often the human element is ignored or slighted in business. There are sometimes proprietors who forget that perhaps their most valuable asset is the man power under them. The real measure of an executive lies not in his ability to manage a business single-handed, but rather in his ability to surround himself with men of worth, co-ordinate their thought, give direction to their efforts, and inspire the best in them to produce for the concern as a whole.

The writer knows one executive who recently interviewed five out of twenty applicants for an executive position under him. The man he finally selected was chosen almost wholly upon his face value as judged by the executive, who knows how to tell almost at a glance whether a man will measure up to his claims for himself.

DEVELOPING POWERS, VERY IMPORTANT.

But this executive would not get far with his new men or hold the best of his old ones if he did not know not only how to detect their latent abilities, but also how to develop those powers in terms of the whole organisation's good. To the successful applicant just mentioned this executive said:

"I want to give every man around me every opportunity to develop his ability and his personality. That means that I want men of ambition, but it also means that I will never smother that ambition by failing to give it proper outlets at the right time—and plenty of them.

DON'T LOSE GOOD MEN

"I don't lose good men. They stay with me because they know I am sincere in holding out a future before them. I should be false to them, to the company and to myself if I denied them the opportunity to rise higher in this organisation. If a man leaves me for what he thinks is a larger opportunity, I realise that I have fallen down on my job."

MEN HAVE DEFINITE FUTURE TO LOOK TO.

This executive thus inspires in his men from the start, and even before they are taken on, a sense of loyalty to the company which is none the less true because it is based partly on their self-interest. Under this executive, the man with an all-consuming determination to get ahead has a definite future to look forward to. He knows he will realise that

future as fast as he fits himself for it, and he has the additional incentive of knowing that this future, in this particular instance, means also a larger share in the profits which his ambition helps to produce.

LOSING GOOD MEN UNPARDONABLE.

Now contrast this kind of executive ability to hold good men with the kind which loses them. The applicant referred to came from another company where he had made such a good record that his resignation was keenly regretted. But he resigned because without prejudice he examined carefully, in his own mind, the opportunities where he was with those where he had a chance to go.

The former did not measure up to the latter because they were indefinite, and (this is a most important point) were mentioned by the "boss" only after the man had resigned!

If it is finer to send flowers to a friend before he dies rather than send them to his funeral, it is surely better business to let your man know what his future with you is before he resigns rather than after he has made that decision.

A CHANCE FOR SELF-EXPRESSION.

It so happened, also, that the applicant was seeking in his work something more and finer than a mere chance to make a living. He was seeking in his work to live through self-expression. The opportunities for self-expression in his old job were all drained out. At least they seemed so, and the proprietor never did anything to disillusion the man in this respect. Avenues for self-expression in increasing numbers were definitely promised the man in the new position.

KNOWS THEIR LATENT ABILITY.

The executive who holds his good men, then, is the executive who knows their latent abilities, appreciates their yearning to go ahead, their sincere desire for wider avenues of self-expression, and then creates opportunities for them to build themselves into even more valuable assets for the organisation. Such an executive is never bothered with what executives of lesser calibre regard as the puzzling problem of holding good men. They stay because they know they are not only permitted, but also encouraged to rise.—Bookbindery Magazine.

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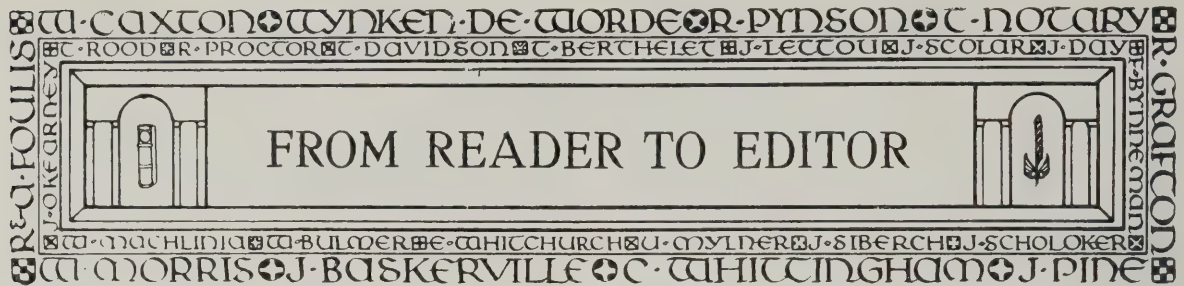
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FROM READER TO EDITOR

Standardisation of Paper

The Editor, CAXTON MAGAZINE.

Dear Sir,—I am very much astonished at the opposition from several quarters to the scheme for calculating paper in multiples of 1,000 instead of the old method of reams and quires. After a short trial of the new system I find myself wondering why I, or some equally intelligent person, did not think of it before, more especially as we have been calculating envelopes and cut cards in multiples of 1,000 for generations.

It matters nothing to me whether the paper maker or merchant adopts the new system or not, as paper is usually counted before being sent to the printing room. Of course, if all makers and merchants adopted the 1,000 basis, the scheme would be very much more complete, but if it is never universally adopted I am not going back to the old method of calculating. If 480 sheets or 504 or 516 cost a certain figure, one does not require to be a Double First to calculate the cost of 1,000 sheets. The tables recently supplied by the Federation are of value in this respect. Once the cost of 1,000 is obtained, the rest is easy.

I keep a list of all my papers, cards and envelopes in an indexed book, classified under their various heads, and the cost of 1,000, 100, 10 and 5 is

worked out. The form used is as follows:—

Description	Invoice cost per 1000	Cost with 20% added			
		1000	100	10	5
WHITE PRINTINGS					
Reliance Esparto Ryl. 80 lbs.	1 13 0	2 0 0	4 0	5	2½

I find this saves me much time when pricing work or when making out estimates, as the cost of any paper in stock can be ascertained in a few seconds. It took me two or three days to work the whole thing out, but it was worth it. In the example given 20 per cent. is added, but, of course, any rate or rates desired can be used.

My object in writing is to demonstrate the usefulness and simplicity of the system when pricing work. The stock can also be taken in multiples of 1,000, however the paper is packed. If one has 10 reams of, say, 18 lbs. large post in 480's, well, there are 4,800 sheets in stock.

I am told that one firm protested that they could not get their staff to accustom themselves to the new method of reckoning. And how many millions do we spend on education?

Yours faithfully,

FRANK L. PARR,
Managing Director,
G. R. Griffith, Ltd.
Bridge Street, Chester,

A BED in memory of the late Mr. G. W. Mascord, a director and mechanical superintendent of United Newspapers, Ltd., has been dedicated at the Lloyd Memorial Home.

MR. A. F. JOHNSON, of the British Museum, is preparing a volume on "French Typography of the 16th Century," for inclusion in the series "Periods of Typography," which Messrs. Benn are issuing. The volume will be ready for publication this autumn.

THE Federation of Master Process Engravers is "doing its bit" for Fleet Street Week for Bart's. London firms on the Council have agreed to contribute all the photo-engravings required for the souvenir programme, as a goodwill offering to this praiseworthy effort.

It is coming. It has been long expected. We refer to The Evening Post, which is to be the title of London's new Conservative evening paper. As soon as The Morning Post proprietors are able to secure the necessary additional accommodation, a new evening paper for London will be launched. A hearty welcome awaits it from a large number of men in the printing trade who hope to assist in its production.

Miscellaneous Advertisements

WORKING FOREMAN wanted for printing works in the provinces. Capable of taking charge of works and seeing all orders through, estimate, etc. "Non-union. State experience, references and salary required.—Box 42, c/o THE CAXTON MAGAZINE, Avenue Chambers, 4, Vernon Place, Southampton Row, London, W.C.1.

WANTED.—A very modern printing service requires the services of expert free-lance artist-typographers and designers of booklets, catalogues and all printed matter. Applicants must have a thorough knowledge of colour or type faces and paper, and be able to sketch and paint.—Box No. 43, c/o THE CAXTON MAGAZINE, Avenue Chambers, 4, Vernon Place, Southampton Row, W.C.1.

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The Caxton Magazine

ESTABLISHED 1899

Published on the first of every month by F. W. BRIDGES, LTD., Avenue Chambers, 4, Vernon Place, Southampton Row, W.C.1.

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Telegrams; SEGDIB (WESTCENT) LONDON.

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THE CAXTON MAGAZINE

A PROGRESSIVE ORGAN
OF THE GRAPHIC ARTS

Edited by A. E. OWEN-JONES

PANTONE

A Great Advance in the Printing Process

By THE EDITOR

WHAT certainly appears to be the greatest advance in the art of process printing since the half-tone block was introduced has now been publicly made known. Rumours have been floating around for some time as to some epoch-making process which was being

that a block built up based on the ink-accepting nature of chromium and the ink-rejecting properties of mercury, prints with equal fidelity the finest detail on the roughest newsprint as on the finest art paper. The plate has an absolutely flat and polished surface, and can be employed with equal



By kind permission of Nash's Magazine

covered by successive patents in this country and abroad in the name of Mr. A. Ronald Trist, and considerable excitement has been created by some public and private demonstrations during the past month.

This process is called "Pantone." It is claimed

facility on flat-bed and rotary presses, either direct or offset. It amounts to dry lithography, of course, which can be worked by letterpress. These plates are very rapidly produced—about sixty minutes elapsing between the design, either in type or picture, being available for printing.

This new process combines the technical advantages of lithography and letterpress, while obliterating the drawbacks of either, and it is safe to say equals the perfection of both in finished work.

It produces the finest results on the commonest paper, reproducing the finest detail.

duce typographic matter in perfect sharpness of outline and depth of colour, is certainly one which will be welcomed by the printing trade.

TECHNICAL DETAILS.

The production of the plate is as follows :—



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A printing process adapted to all standard types of press, which will print illustrations, screened 200, on newsprint, at the highest speed, without fine etching, underlay or make-ready, at a cost less than at present, and which will similarly pro-

An electro-deposit of copper of a few thousandths of an inch is applied, followed by a deposit of chromium of about two-thousandths of an inch.

It is then coated with a film of fish-glue-bichromate in the manner usually employed in the

trade. There is no practical limit to the size of plate that can be dealt with. Thereon the design, either pictorial or in type, is printed in the usual manner. For convenience, this description will follow the lines of a half-tone illustration.

The screen or dot negative is placed in contact, and the plate subjected to exposure, washed, burnt in, and lightly bitten with hydrochloric acid and glucose. This first treatment is not required to bite deep enough to form a typographic plate, as usual in half-tone; it is sufficient that all the detail in the design be developed. This biting is, in the Pantone process, complete in itself, and definitely yields a range of tones otherwise only attained by fine etching and underlay. High-light half-tone negatives are used. There is no fine etching, and any faults in the original must be corrected on it by retouching before the negative is made or in some other manner.

The subsequent preparation for printing merely consists in the placing of the chromium plate in a solution of a silver salt. It is then trimmed, rubbed over with a mixture of chalk and mercury, and is ready for use. It is to be particularly noted that, except for a somewhat greater margin called for by reason of awkwardness in handling, the time required is quite independent of size.

In this state the plate can either be mounted direct on a rotary machine or on a block for flat-bed printing.

The inking rollers are fed with standard ink in which a small percentage of mercury— $\frac{1}{2}$ per cent.

by volume—has been mixed. The action is that the printing surface is now in chromium, while the non-printing surface consists of a copper-silver coating, each layer being so thin as practically to constitute an alloy of silver and copper.

The chromium surface will not amalgamate with mercury, while the copper-silver surface attracts it avidly. The quantity of mercury in the ink merely ensures that the supply is maintained—it prints just as well without it until the mercury on the plate becomes deficient.

The amalgamated surface rejects ink absolutely leaving an immaculate white ground or high-light, as the case may be, while the chromium surface accepts it to the full extent offered by the inking rollers, in greater or lesser quantities as desired.

What is new is the successful employment of mercury as an ink-rejecting medium in printing and the composition of the plate enabling it to be employed.

A PLANOGRAPHIC PROCESS.

It is a planographic process, the etching of the chromium surface, to a depth of about one-thousandth of an inch, or less, being exactly levelled by the silver-copper deposit. As the surface is highly polished, no degradation or loss of

sharpness takes place. The areas which receive ink are of hard electro-chromium, and are extremely durable—indeed, practically indestructible. Chromium is about the hardest known metal.

No doubt the reason for this is that mercury is an astonishingly efficient lubricant. It is a



well-known physical fact that if an efficient lubricant is actually present, wear does not and cannot take place, occurring only when the lubricant is removed locally, accidentally or otherwise, or through corrosion, and not through mechanical wear.

The Pantone plates print with equal fidelity the finest detail on the roughest newsprint as on the highest class of art paper. The impression, after many thousands have been taken, is equal to the first, and no difference has been detected after scrubbing with pumice-powder.

The pressure applied is equal to the roughness of the surface of the paper on which you have to print, and the printing machine must be strong enough to withstand it; this applies in all cases where solids have to be printed as in lithography. In letterpress, pressure is only applied to actual printing areas, and not to the white paper portions.

There is no difference detectable in an impression under a light or heavy pressure. In other words, a minimum pressure is sufficient, and an excess pressure does no harm and does not alter the tones of the print, while no underlay or make-ready is required.

That it is applicable to letterpress is sufficiently indicated by the fact that the illustrations in this

article are printed by the Pantone process and the type from Monotype at the same impression on a Meihle letterpress machine.

PERSONAL EXPERIENCE.

I have seen this process at work—seen it print on all sorts of paper and on pocket handkerchiefs—and whether the prints are pulled on an old-fashioned hand-press or a fast-running machine the results are extraordinarily beautiful, and no make-ready at all is required. At Hastings, Mr. Symmons, who has been associated with Mr. Trist in experimental work, put a block straight on to an old-fashioned "Albion" press and got excellent results. The plates themselves seem indestructible. One I saw used had been on a fast-running press for eleven weeks.

EXPLOITING THE PROCESS.

We understand very substantial offers have been made for monopoly rights in Pantone, but the policy of those handling the business side of the proposition is toward the universal application of the process throughout the printing trades in all countries.

Inquiries on this process should not be addressed to us, but to the inventor.



By kind permission of the Times Publishing Co.

Efficiency of Production

Remarkable Conference at Hastings

By THE EDITOR

THE best conference I have ever attended in connection with the printing trade was held at Hastings during the week-end October 8-11, under the auspices of the Home Counties Alliance. It was generally agreed that this gathering marks a distinct progress mark. The ideal of the promoters was to gather together a representative number of master printers, general managers, departmental managers, foremen, executives of all kinds, and see if, by a pooling of ideas, an exchange of opinions, and a co-ordination of working experiences, something could not be done to increase the efficiency of the production of our printing establishments.

Let me make it clear at once that this conference had nothing to do with, and its speakers nothing to say about, increase of production as we commonly regard it as applied to speeding up the worker. Nothing was said here to which the most ultra-Labour leader would have taken exception; indeed, such a man would have been a most powerful exponent of most of the views expressed.

Having in view that a number of men were to be present who would be unlikely to speak with absolute frankness and freedom if they knew their words were being reported and would be published, they were made at ease at the beginning of the conference by the statement that I was present as a guest, and that there would be no detailed report published of what took place. As it happened, this was an unnecessary and, I think, an unwise precaution. There was nothing said that could not with great advantage have been broadcast throughout the whole of printerdom. Very valuable discussions took place, and important contributions were made toward the solution of problems which vex and try all printers. But I restrained my itching fingers, and from the beginning to the end I did not take a single note. All I can give are some general impressions, together with two or three of the more valuable papers which it was generally agreed should be given full publicity.

This was a strenuous assembly. Sessions began immediately after breakfast and were carried on after supper each day.

TOPICS FOR DISCUSSION.

Here are the subjects which were discussed—all, remember, with a view to efficiency of production:

- "Lay-out of Buildings and Departments."
- "The Organisation of the Smaller Printing Office."
- "Linking up Costing and Estimating."
- "Value of the Lay-out."
- "Illustration of Colour."
- "Pantone."
- "Organisation of the Paper Department."
- "Book-keeping."
- "Selection of Staff, Training of Apprentices, and Welfare Work."
- "Linking up the Departments."

And here is a list of the speakers who introduced the discussions:—

Mr. J. A. Stenbridge, President of the Federation; Mr. W. H. Sessions, York; Mr. D. Green-

hill; Mr. H. H. Potts, Past President of the Home Counties Alliance; Mr. A. Williamson, Mr. A. E. Goodwin, Secretary of the Federation. I bracket these gentlemen together as being well-known and familiar figures at gatherings of printers.

OUR COMING LEADERS.

They will, I am sure, understand me when I say I found much greater interest in speakers whose appearances are rarer, whose gifts were mostly unknown to me, and who hold out to us the promise of great help and power. Here are some of them:

Mr. V. E. Goodman, a director of Messrs. Waterlow & Sons: a revelation to me of rich experience, great technical knowledge, a command of language, having a shrewd analytical mind and a beautiful sympathy—all enshrined in a most gracious personality, and rather veiled by the happy, jolly face of a prosperous and satisfied country squire.

Capt. W. L. Bemrose, son of Brigadier-General Bemrose, of Derby: endowed with that highest product of education, a thoroughly well-balanced mental instrument, a well-trained mathematical mind, steeped in generations of printers' lore, who speaks with that convincing hesitancy of a master of his theme, always knowing there is more to know—one of the most promising of our younger master printers.

Mr. A. J. Bonwick, of the Garden City Press, Letchworth: a man whose gifts found him a seat in Parliament for years, and a place in one of the Administrations, whose wide experience at the financial end of the printing business, and whose quiet incisive little speeches, are often from a very new angle.

Mr. Oscar V. Viney, director of Messrs. Hazell, Watson & Viney: Mr. Viney is President of the Home Counties Alliance, and to him much credit is due for the success of this conference. He has a great gift of putting men at their ease and encouraging them to their best. He made an ideal chairman, and his recapitulation of the main points of the paper read just gave sufficient time for subsequent speakers to order their thoughts. In addition to all this, he acted as a charming host, and made the youngest feel at home and part of the conference.

Mr. L. B. Mackay, of Chatham, Vice-President of the Alliance, presided at some of the sessions, and revealed a wide knowledge of the trade, and gave abundant evidence of being an efficient business man himself, and well able to point the efficient paths to others.

Mr. le Pine Strange (Eastbourne) and Mr. R. J. Byland, both greatly honoured men, added real wealth and glow to the assembly.

PANTONE.

One of the surprises of the conference was an explanation and demonstration of the remarkable new process of dry lithography by one of the inventors, Mr. A. G. Symmons, of the Sun Engraving Co., Ltd. This new, and it may be revolu-

tionary, discovery is fully explained elsewhere in this number, but the interest aroused, the information sought, the cross-examination of Mr. Symmons by first one and then another, will remain a very delightful memory. This epoch-making discovery has meant many years of patient research. The application of this method, the way it is to be commercially handled are matters under consideration; the present concern is to perfect the process that it may be a real benefit to the whole printing trade.

THE DISCUSSIONS.

As to the discussions themselves, they were of the real nature of conferring together. It was generally recognised that conditions vary in almost every business. In discussing the lay-out of premises one had in mind always that one man might be employing a thousand men, another a dozen; or, in talking about setting apart one man for lay-out work, that this was impracticable in the majority of small offices. In my judgment, the most valuable discussions were those introduced by Mr. Sessions, of York, on "Linking up Costing and Estimating," and Mr. V. E. Goodman on "The Selection of Staff, Training of Apprentices, and Welfare Work."

Now, although heads of big businesses and small businesses were present, it was, I imagine, easy for all to extract something useful. Capt. Bemrose, for example, dealt with the organisation of the paper department, as might be expected, from the point of view of a large warehouse and a large staff, but his principles were so sound and his methods so convincing that the smallest printer would gain much from him and the subsequent discussion. So with the planning of offices—it is nice to think about the ideal single-storey building where the raw material comes in at one end and the completed product is shot by mechanical conveyors into delivery carts at the other; but most printers have their buildings, two-storey, three-storey, five-storey, and there they have to work. Even so, the pros and cons of the composition-room being on the top storey, the machine-room in the basement, or wherever it was urged these departments should be housed, were sure to be of benefit.

THE REAL VALUE OF THE CONFERENCE.

Some excellent papers were read, and some real good talking followed them, but the real value of the gathering lay in the camaraderie of the assembly. Everybody must at some time or other talk to everybody else. The executive had the opportunity of putting his point of view; the printer's son met other young printers and agreed how they would do things when they had the chance, and then met some wise senior who had them in humble mood in quarter of an hour.

There was no lack of fun, and some of the after-supper talking was very good—I am not thinking of my own contributions, of course.

Special mention should be made of the arrangements made for the conference by Mr. P. Michael, the Alliance Secretary. He can do this kind of thing. No other secretary surpasses him in the place he holds in the hearts and minds of his members. He is very thorough, very exact, always good-tempered, and does a lot of work without talking about it. It was very natural that the members of the conference should want to express their thanks to him—as they did with a case of pipes and the tobacco pouch.

A NOVEL COMPETITION.

Around the conference room at the Queen's Hotel were arranged some hundred or more specimens of work. Cards were distributed to delegates, and a prize offered to the one who would describe the process by which this work had been done in the greatest number of cases. The specimens were very cleverly chosen. It is doubtful if any printer could have correctly named them all. The winner of the prize, Mr. A. G. Symmons, of the Sun Engraving Co., was correct in some 80 cases, and he was considered to have done very well. The competition created great interest, and the doubt as to how many of the subjects were worked was another revelation of the progress of printing art and the ingenuity of the individual worker who was able to deceive the very elect.

THE LATE SITTERS.

One of the most interesting of the unofficial gatherings was that of a little crowd of late sitters christened "the Leghorns." They assembled usually about eleven o'clock each night, and, beginning with the most casual sort of conversation, were soon reconstructing the Universe, confessing their sins, or exulting in their strength. Modern psychology, spiritualism, H. G. Wells' "William Clissold," the blessings of Middle-Age, the Tragedy of Political Muddlers, are a few of the subjects handled. Membership of this circle is confined to those who can sit through each session until 2.30 a.m. without a yawn, and subject to a cross-examination by the Interrogator-General, Mr. V. E. Goodman.

WHAT NEXT?

We shall look forward to the next conference organised by this Alliance. The work already done in this area has been of real value. We do not forget the practical work done in connection with estimating and operational times, and are looking forward to the next contribution toward betterment in the printing trade.

We understand that Mr. William Harrison, who, in connection with the Inveresk Paper Co., has purchased the Ellerman and other weekly papers, is now in negotiation for the acquisition of The Morning Post building in the Strand. It is stated that Mr. Harrison intends, if the sale takes place, to utilise The Morning Post building as headquarters of his various papers. The Morning Post would, in that case, remove its offices to the works where it has recently printed part of its daily issue.

It is proposed to increase the authorised capital of the Inveresk Paper Co., Ltd., to £1,200,000 by the creation of 300,000 additional 8 per cent. cumulative preference shares and 350,000 ordinary shares—all of £1 each. Of these 300,000 ordinary shares will be offered to ordinary shareholders in the proportion of one new for each old share at 45s. per share. An offer of the preference shares on similar lines will be made later to the preference shareholders, with the right to ordinary shareholders to apply for preference shares not otherwise disposed of. The chairman, Mr. William Harrison, is to subscribe for 50,000 ordinary shares at 45s. per share. The Inveresk Co. will, it is stated, subscribe at par for 1,100,000 out of the 1,400,000 £1 ordinary shares in Illustrated Newspapers, Ltd., which will operate the periodicals recently acquired.

Factors in Efficiency

By OSCAR V. VINEY

MR. O. V. VINEY, Chairman of the Home Counties Alliance and President of the Conference, opened the Hastings Conference with the following address:—

We gave very considerable thought to the title of our conference. The eventual choice is certainly clumsy, but it does express what is the great problem of our time, not only in our industry, but in every great trade of the country, and is the problem which must be solved satisfactorily if we as a nation are to maintain our pre-eminent position in the world during the twentieth century.

This country obtained her commercial pre-eminence in the nineteenth century, at a time when competition was not keen. She became the great exporter of manufactured goods and achieved a reputation for quality and upright dealing, which she still retains. This last point seems to me something of which we should all be very proud.

NEED FOR NATIONAL EFFICIENCY.

During the last fifty years other keen competitors have grown up eager to obtain our trade in the markets of the world—Germany, U.S.A. and others. During the last twenty-five years the Eastern world has begun to manufacture; Japan, India and other places have commenced making cotton goods and all sorts of things which previously came from this country. Moreover these countries can often produce, either as in America by high production or in the East owing to their cheap labour and lower standard of living, at prices with which we in this country cannot compete. We cannot recall too often that we must as a nation continue to export manufactures to pay for our food, and if we lose our export trade we cannot pay for the food we eat, four-fifths of which is imported. These things are general economic facts, which do not directly affect us as an industry, as, with some few exceptions, we do not export our product, but indirectly they affect us very considerably, and are worth emphasising for this reason. Unless the trade of this country prospers we cannot in the long run be so prosperous as we should be otherwise. Individual firms might, of course, still be successful, but I refer to the trade as a whole. You may say "this is all very well, but it does not affect me. Printing must go on—it is essential, and anyhow I deal only with local work, and that goes on in any case." But good trade we know improves things all round, and affects indirectly, but surely, local business throughout the country.

I submit, therefore, that it is up to us as an industry to improve our efficiency as much as we possibly can for national reasons, because if we can do so it will reduce the cost of our product, and so we shall be able to do our part in reducing the cost of production generally. I have put the national factor first; but after all the individual impulse is the chief reason which weighs with us all. We want to increase our efficiency in order to reduce our costs. This reduced cost will enable us to either (1) increase our profits, or (2) reduce our prices to meet com-

petition, or (3) reduce our prices to develop our business. I do not know if anyone here has read the two books written by Henry Ford, in which he relates the history of the development of the Ford car, and gives his ideas of the principles of sound business. They are fascinating books and well worth reading. I do not suggest that his principles can all be applied to our trade under conditions in which we work. But he emphasises the value of reducing costs and reducing prices as well, and by this means creating a greater demand which again brings costs down and so on. Apart altogether from mass production (a much abused expression nowadays by the way, although true enough in his case); apart from mass production he does point to some ways of obtaining the highest efficiency of production and consequent lowered costs.

Then there is a third factor, which, I hope, weighs with us all, and that is the pleasure one gets from greater efficiency for itself alone.

INDIVIDUAL RESPONSIBILITY.

Whatever our job is, and everyone attending this conference has responsibility of some kind, whether he may be running a small business or whether he be managing director of a large organisation, he may be the manager or foreman of a department or responsible for some administrative section, there is a tremendous zest and pleasure, it always seems to me, in running one's job well, and seeing the organisation for which one is responsible working well and efficiently. I would go so far as to say that no business can attain its highest efficiency unless the man or men responsible for it are keenly interested in their job for its own sake. I have touched on three reasons, any of which should be making us aim at higher efficiency of production in our business. It is easy to give reasons, but it is quite a different matter to say how it is to be done. How are we to get the highest efficiency of production? Can we, by waving a magician's wand and adopting some simple panacea, solve our problems at one swoop? No, we cannot. It is easy to wreck any business, but it is far more difficult to build it up. The highest efficiency can only be obtained by constant attention, hard work, and a receptive intelligent and flexible mind in control. It is an old saying that genius consists in an infinite capacity for taking pains, and the latter is certainly a necessity in our business. Perhaps I should add that the capacity for taking an infinite amount of pains does not necessarily constitute one a genius.

BEST CONDITIONS OF WORK NEEDED.

Let us take some of the factors to be considered in obtaining efficiency of production. We require firstly the best conditions in which to work. Well arranged, light, well ventilated and adequately heated buildings. May I interpolate here what I know you are at once thinking? "This is a lot of rot, I, or we, haven't got perfect buildings, and it is quite impossible to get them unless we have a complete fire." I quite realise that, but if we think what is the best, it gives us something to work to. It may be impossible to make one's buildings perfect, but we can give everyone working in it good

light and we can arrange for the place to be warm at 8 o'clock on a cold Monday morning in winter, instead of everyone spending from eight to nine stamping their feet and blowing on their fingers, and working at a cost per hour of 15s. each. Then our plant should be efficient and up-to-date, and we should be willing to scrap the old and consider the new, and our depreciation should be sufficient to provide the new. Our plant must be arranged to the best advantage. These matters of buildings, equipment, etc., are concrete things, which may be difficult to carry out, but which we can all realise and grasp. But the best plant and buildings are useless without the right staff to work them in the right way, and here we reach the main problem, beside which the others, though of great importance are very small indeed. In other words, the human factor is the main phase of our problem. I would remind you that labour represents a much larger proportion of the total cost in our trade than in any others. I think I am right in saying that on the average at least 60 per cent. of our total cost of manufacturing goes in wages and salaries, so that it is an even greater factor with us than in some other industries. This particular part of our problem has so many phases that one hardly knows where to begin.

HIGH GRADE WORKERS.

The highest efficiency of production in any business can clearly only be obtained if every worker is of the highest standard of capability and is giving the greatest possible output in his or her particular job. That is a standard of perfection which is obviously as difficult to attain as the perfect building and the perfect plant, but the question we must ask ourselves is, "Am I as near it as I ought to be?" I am afraid few of us can answer in the affirmative. The wages in our trade are as high, or nearly as high, as in any industry in this country, and the percentage increase as compared with pre-war is, I think, the second highest, and far above the average, especially taking into account payment for bank holidays and holidays, payments which, I am sure, we are all glad to see. Our trade is a highly skilled one in many sections, and we have, I consider, a fine body of skilled workers, and we are all glad to see them getting high wages if the trade can stand it, and if generally the worker is giving the highest possible production for the wage. But it is no good burking the fact when we consider efficiency of production in our trade that the attitude of the trade unions in our and other industries in this country has been in the direction of limitation of output and strict demarcation of labour with its consequent increase in costs. No one in this room, I am sure, has any words to say against trade unions as unions, but what one does jib at is the constant development of restrictive rules, which restrict development of new appliances, thus making it compulsory to employ more labour than necessary on machines and generally increasing the wages of labour without, on the other hand, increasing production.

FEWER RESTRICTIONS.

I want to make it clear here that the fault is not all on the side of the trade unions. In many cases the employer has not given a fair reward for high production. May I take one case to emphasise my point, and it is one which comes

home to most of us. I refer to the present number of apprentices allowed by the rules of the chief trade unions in the printing trade. This subject, as you know, has engaged the attention of the Federation during the last twelve months. The figures obtained from the trade show that, whereas roughly one apprentice to three journeymen is required to maintain the numbers at present employed in the trade, the numbers actually are about the proportion of one to four or one to five. This means that in, say, twenty years time, if the present conditions continue, we shall be faced with a grave shortage of skilled workmen. The number of apprentices in course of learning our trade should be sufficient to replace wastage, and further allow for a development of the industry. Surely the attitude of the unions in this matter is unreasonable, and also not in their own interests. Again, let me say that employers in the past have erred in this matter also. We do not wish to return to the old days, when in some small offices I believe the proportion used to be, not one to three, but three to one.

NEED FOR CHEAPER PRINTING.

I have referred to this in some detail, because it not only illustrates my point, but emphasises what is a very real danger to our industry at the present time. This policy operates directly against efficiency of production. Printing is dear, and we want to get costs reduced. I say so most definitely, with the certainty that if we can do so it must develop the demand for our product. Then let me turn for one moment to demarcation of labour. Those with experience in the large printing centres will call many cases to mind. And in this connection what is true of our industry is generally true of the other great industries of the country. If we could get our labour leaders in this country to recognise and admit these facts, and then get them down to the rank and file, we should make a real step towards a higher efficiency of production and lower costs in this country. The attitude of labour in U.S.A. is, as you know, totally different. They believe in capitalism and individualism. Wages are high, and the unions as a general rule welcome the mechanical improvements and high production in every way. The result is that the working man in U.S.A. has a far higher standard of living and comfort than in any other country in the world. I wonder what the effect would be in our industry if all restrictions in output, machinery, etc., could be swept away, and what percentage reduction in cost it would make? It is impossible to say, but of one thing I am certain. The reduction in costs, if handed on to our customers, while maintaining our profits, would create such an increased demand for printing that it would absorb far more labour than would, in theory, be thrown out of work by the abolition of all restrictions. Further, the higher output in many cases would justify higher wages or bonuses.

I have referred to this question in some detail because it is of vital importance to our industry. But though it is not within our power in most instances to deal with this grave problem as individuals, we may still do much to improve efficiency of production by encouraging individual merit and promoting when possible payments by results in some form or other. Sometimes I think we are apt to forget that the wages we

can afford to pay are entirely relative to the amount of production. The best man may be worth not 5s. a week extra, but 30s., if you are getting the value in return. This is quite obvious, but even so it is not always carried out.

PRIDE OF THE HOUSE.

Let me now refer for one moment to a less knotty subject. If we were to erect a perfect building, fill it with the best and most suitable machinery, man the plant with the most capable experienced staff, it would not have the highest efficiency of production, or rather it would have no efficiency of production if there was not present in that plant the mysterious and incalculable factor called "esprit de corps." How is one to translate the expression? "A pride in the house," "A keenness for its good name." Creating and maintaining a high "esprit de corps" is one of the chief essentials of good management, and it can only be done by remembering that everyone with whom we deal is a human being, with his or her peculiarities. It also requires, I think, a sense of humour; in fact I am inclined to suggest that no one can succeed in our trade without a sense of humour.

"Esprit de corps" is essential to the highest efficiency of production. It is that spirit in a factory which, when a customer demands the impossible and it is politic to do it, gets everyone on the job to pull out that extra bit and achieve the impossible, thus maintaining the reputation of the house. This is perhaps hardly

the time to discuss profit-sharing in relation to our subject, yet surely this is another factor which should be borne in mind. Also I would remind you it can be done in any business, small or large, with only one essential rule to be observed. That is, that there are some profits to share. Profit-sharing may take various forms. It may be in the form of a dividend on wages earned to some proportion to the dividend paid to capital. It may be a definite proportion of the profits divided amongst the workers, or it may take other shapes. But whatever the detailed method may be, surely the knowledge in the worker's mind that he is going to share to some extent in the profits of the firm for whom he works must give him an incentive to greater efficiency.

Well, gentlemen, I have made a few remarks on the problem we are to consider in more detail during the next three days. I hope that what I have said will promote some discussion, and I only wish I was qualified to do real justice to my subject in opening the Conference. But the various papers we shall have during the Conference are from leaders in the industry, and I feel sure that all of you will leave on Monday afternoon feeling that you have had some new light thrown on this problem, and that you will go back to your various jobs invigorated and encouraged by this week-end. If that is the effect of the conference upon us our time will not have been wasted.

Newspaper Finance

SOME indications of the enormous financial obligations attaching to London newspaper proprietorship to-day are given in some articles which Lord Beaverbrook has been writing about the enlarging of *The Evening Standard* to 24 pages. The new expenditure involved in this addition of eight pages to the newspaper is very large. It is £374,000. This figure is made up in the following way:—

(1) A standing extra charge of £171,000 a year, due to the enlarged services and more newsprint required.

(2) The bigger *Evening Standard* can only be produced with more printing presses and other plant. The bill for all this machinery required to print the increased size amounts to £175,000.

(3) In order to house some additional presses a new building has been erected on the south side of the Thames in Blackfriars at a cost of £28,000.

At present *The Evening Standard* draws 40 per cent. of its revenue from its circulation, and 60 per cent. from its advertisements. In order to announce the fact of its permanent enlargement to 24 pages *The Evening Standard* spent £10,000 in

four days. I should doubt whether any newspaper has ever undertaken such a lavish advertising campaign. The matter was put very frankly in this way:—

"The *Evening Standard* is spending in one week £10,000 in order to tell the public that we are expending an extra £374,000 in one year. Where is this money to come from? Not from the reader of *The Evening Standard*, for the newspaper will still be sold to the public for a penny. I will say quite frankly that it is from the advertiser that it expects the return on this vast expenditure of capital.

"The trouble of *The Evening Standard* in the past has been that within the limits of the original sixteen-page newspaper it has been impossible to cope with the flood of advertisements offered it. Obviously there were two ways of solving the problem. The newspaper could either raise its rates for advertising space, or it could increase its advertising columns to meet the demand. The *Evening Standard* chose the second course. It will not raise its rates to advertisers, but it will increase the space it gives to advertisements."

THIRTY-TWO prize awards at various horticultural exhibitions this year is the record of Mr. W. R. Cummins, hon. treasurer of the N.L.M.P.A. These include the Royal Horticultural Society's awards of merit for a collection of cinerarias in the spring and a collection of fruit in the autumn.

An excellent concert in aid of the Caxton Home, Limsfield, was held at Central Hall, Westminster, on October 16, the musical programme of which was arranged by Mr. Percy Newport, with Messrs. G. F. Chapman and W. F. France as hon. secretaries.

Organisation in a Printing Business^{*}

By W. HOWARD HAZELL, J.P.

THE subject of my address this evening is "Organisation in a Printing Business." I think you will admit that this title covers the whole range of production in the printing industry, and is an immense subject. It covers so much ground that it will be quite impossible for me to deal with the whole of the subject. In order that a business may be successful, it is essential that the factory should be well organised and up-to-date, and that the selling organisation connected with the business should obtain sufficient work to keep the whole factory fully employed. I do not propose to speak this evening on the selling side, although that is a very important part of business organisation, but to limit my remarks to the organisation that is contained within the four walls of the office and the factory.

A master printer is in business neither for the benefit of his health nor for philanthropic reasons: he has entered into a difficult and competitive occupation in order that he may make a living for himself and obtain a reasonable dividend on his capital. In order that he may carry out this purpose successfully, it is essential, above all, that he should give such service to his customers that he retains his connection, keeps his factory reasonably full, and is able to expand his trade as his capital increases. Such a position can only be attained by giving such good service to his many customers that they will be satisfied and continue to send their orders to his factory. In order to attain this end, it is essential that the whole of his organisation must be carried on efficiently.

EFFICIENCY.

I do not know what is the exact definition given in the dictionaries to the word "efficient," but I would define efficiency in connection with the organisation of a printing works as *producing by the best methods, in the shortest time, and at the lowest cost, the goods the customer wishes to buy*. If a printing factory be not reasonably efficient, the proprietor would be unable to secure sufficient work to keep the factory going, or he will have to reduce his prices considerably below the ordinary market level in order to persuade his customers to come to him and put up with his inefficient service. Therefore, you will see that if a master printer wishes to succeed, he must always strive to make his organisation more and more efficient. He must remember that trade is not standing still, that invention is progressing rapidly and new machines are being patented, new processes being perfected, and unless he keeps a watchful eye on the progress and development of the industry, he will be stagnating while his competitors will be progressing, and he will find that he is dropping behind in the struggle for efficiency, his profits are diminishing, and the value of his business disappearing. You will thus see that efficiency should be the watchword of every master printer. If he wishes to succeed, he should at all times, in all ways, and in every place, seek after new and better ways.

A MODEL FACTORY.

I think the best method of putting my suggestions before you will be to describe, as well as I

can, some of the principal features in a model factory, with a model organisation. I cannot mention all the various points in the short time at my disposal, but I can give to you some idea of what seem to me to be the chief points that a master printer should have in mind if he were in the fortunate position of having ample capital to spend, and a competent staff to assist him, in erecting a new building and filling it with the best plant obtainable.

In this model factory the building will be of the latest type, and this will depend upon the situation. Land is so valuable in London and in other large cities and towns, that it is essential to build comparatively high buildings, but in the country and on the outskirts of towns land is so much cheaper that it is economical to erect large ground-floor buildings. There are many advantages in ground-floor buildings, as it is much easier to carry heavy loads by trolley to different parts of the building, and ample and uniform lighting is assured. These ground-floor buildings are usually constructed with ridge and furrow roofs, or, as they are sometimes called, "saw-tooth" roofs, in which the slopes of the roof facing south have no windows, but the northern slope of the ridge is almost vertical, so that the sun rarely falls on it, and plenty of uniform lighting is obtained. If skylights or windows facing south were constructed, the sun would speedily raise the temperature, as in a greenhouse, and the rise and fall of the temperature in cloudy summer weather would be most undesirable.

In cities, where buildings of several floors are necessary, it is essential in a model factory that the building should be constructed with a maximum of window space. Modern steel and concrete construction enable buildings to be erected in which most of the wall space is given to windows, and if the rooms are high enough, it is possible to have wide floors and yet sufficient daylight in the centre of the floors to carry on work satisfactorily.

THE SITE.

The site should be selected so that there is ample space all round the building, large enough to permit light from the sky to reach the centre of each room. Central columns should be avoided wherever possible, and with modern steel joists it is possible to have a very wide expanse with no supporting central columns, which would be found of great advantage. It would then be possible to place machines or benches wherever they would be most convenient, without being hampered by structural columns.

THE BUILDING.

The building would be of so-called fireproof construction, but it would be desirable to have a sprinkler installation. These sprinklers are pipes filled with water, fixed to the ceiling with nozzles at regular intervals, which melt when a fire occurs, and an alarm to summon the brigade. In old buildings these sprinklers are of great value, as the printer can sleep peacefully at night, knowing his factory will not be destroyed, and that the reduced fire premiums generally cover the cost of installation.

In many printing offices a dark and dingy basement is often used for a machine room, but in this

^{*} Lecture delivered at the Stationers' Hall under the auspices of the Stationers' Company and Printing Technical Board, Oct. 8, 1926.

model factory the basement will probably be used for storing paper and similar purposes, and certainly the ground and first floors will be so strongly constructed that it will be possible to place machines in any position. The factory should be so well built that there is absence of vibration. I have seen in New York large printing machines on the tenth and eleventh floors of a large building, which shows that in a well-constructed factory machines can be placed in almost any position.

LIGHTING.

Electric lighting would, of course, be used in this model factory, and there would be an ample flow of light. Much fatigue is caused to workers, and there is a reduced output, owing to inefficient lighting in many factories. The electric lights should be so placed that the naked filament is not seen by the workers, and they must have plenty of light, casting no shadows, wherever they have to work. The expense of this lighting may be considerable, but when it is compared with the loss of output and eyestrain of the workers, due to bad lighting, it will be found there is considerable economy by having plenty of suitable light.

HEATING.

No man can work comfortably or produce good printing in a factory which is not properly heated, particularly in the machine room. Even factories that are well heated under normal conditions are often cold when work begins, particularly early on Monday morning after a cold week-end, and in this model factory the heating arrangements will be so complete that at 8 o'clock the whole of the factory is heated to 60 degrees, even if it be necessary to keep the furnace alight all night. The temperature should vary in departments, for when men are engaged in a sedentary occupation they need a higher temperature than men who are actively doing work such as pressmen pulling proofs on hand presses.

SANITATION.

The factory will, of course, have ample clean and efficient lavatory accommodation: good washing troughs with rose sprays, and not old basins with plugs that empty slowly, and suitable drinking fountains direct from the main. It will probably be desirable to have a canteen for the workers, where meals can be cooked or warmed up, and tea or coffee provided. Meals taken in the factory, often without proper seats, are not nearly as satisfactory to the worker as those eaten in a bright and airy canteen with comfortable seats. Every year the factory will be whitewashed or cleaned, the floors and staircases will always be kept free from dust and litter, and all windows and skylights frequently cleaned.

PLANT.

So much for the factory, and now what is the organisation and plant that are necessary? Let me take an order and follow it through the factory! When an order is received, a record will be made in the office, preferably on an order card which can be filed under the different customers' names. These will show the orders in hand for the different customers, and when an order is completed the card will be filed in the "dead" drawer, so that at any time it will be possible to turn up the records of all orders for any customer.

ORDERS.

The instructions should be written on an order sheet or work sheet, or possibly separate sheets

for the different departments, and the instructions should be so explicit that there is no need for anyone in the factory to ask any questions. If the instructions be not carefully written out, compositors and others will have to come to the office, and when you remember that in London a compositor costs at least one penny per minute, you will realise how much loss is incurred if a compositor has to come down into the office, waste the order clerk's time, and go back again, when that loss could have been saved by complete instructions. The order should first go to the paper department in order that the paper may be ordered or, if stocked, may be reserved for that particular order, so that when the order reaches the machine room there will be no delay caused by waiting for material.

STANDARDISED PAPER.

All the paper in this model factory will, of course, be on the new standardised 1,000-sheet basis. Paper will be issued by the number of sheets, with a reasonable percentage for "overs," and the terms "ream and quires" will be abandoned. We are abandoning the methods which have been in use for over 400 years, and standardisation has brought the advantage of decimal calculations, and will save clerical labour and reduce errors.

A paper ledger, on the loose-leaf principle, or a card index, will be kept, in which is recorded all the paper that has been ordered, the amount received, and how it has been issued. Such a ledger will enable a master printer at any time to know what his stock is and if any errors have been made in issuing material. He will also know when it is desirable to job off paper that is not selling, or when he is using sufficient quantities of one class of paper to justify him in placing a making order instead of buying in small quantities. Such a record is invaluable should a fire occur.

THE COMPOSING ROOM.

In the composing room of this model factory only "point" type will be used, and every method will be adopted to save waste of time. When you remember that a compositor when setting type makes nearly 4,000 movements an hour, you will realise how greater efficiency might save waste of movement, and thus lessen the cost. The modern form of type case is much more efficient than the old pair of cases. The new cases are deeper than the old, and when a man is setting a line or two of display type, instead of having to pull out a pair of cases, he can set a line by pulling out only one. With the new pattern, more dust-proof cases can be kept in a compositor's frame, and thus he wastes less time in moving about. In his frame there would be a small supply of all brass rule and lead cut to the exact sizes that he will require, and hanging up in the room, in convenient places, there should be steel slugs of all the different lengths of measure that will be required. This is a much quicker and more accurate way for setting a stick than for each compositor to set up a number of 12-point ems.

In this model factory there will be additional racks for brass rules and leads in different parts of the composing room, which will always have, and not only occasionally, an ample supply of material. There will also be no picking for sorts. I know of no greater waste of time and money than for a master printer to permit picking for sorts. Time is spent in hunting amongst standing formes for the particular letters required, and when

the letters are picked, the forme is left in a spongy state, which will probably cause it to be pied, and, if that forme should be required again, time will be wasted in replacing the picked letters.

One method of preventing a shortage of sorts is to have a small nail driven into the frame at the end of each case, where display founts are stored, and near by a supply of small cards, one inch by half an inch. When a compositor uses the last letter, or finds any letters missing, he writes on the cards the missing characters, and places the card on the nail corresponding to the case. This flag is a warning to the overseer that sorts are short, and will prevent any compositor beginning to set lines from that case and then finding certain sorts are missing.

If the printing factory be anything but a small one, it will be desirable to have composing machines of some kind, but there must be a sufficient flow of work suitable for the machines to justify their purchase. These machines should always be well attended to, so that they run smoothly and without any imperfections. Unless machines of this character are kept up to "concert pitch," their efficiency is lowered and the costs of production are considerably increased.

If a printer has a composing room which has been in existence for many years, it will probably pay him to re-plan the whole room: to scrap the old frames and cases, and instal modern plant. The improved plant will save the compositors a great deal of time wasted in moving about the room to find type and materials, and more men can be accommodated on the existing floor space. Machines automatically wear out after a time, and are replaced by modern ones, but the old frames and cases last indefinitely, and a time comes when it will pay the printer to scrap the old composing-room plant and instal an entirely new equipment.

THE MACHINE ROOM.

In the machine room the class of the work produced will decide the kind of machine that should be installed. If the work be small jobbing, machines of the cropper type and small cylinders will be the most efficient; but if book or magazine printing, or other special work, be produced, large two-revolution and perfecting machines with automatic feeds and pile deliveries will be required. But whatever type of machine be used, it is essential that the master printer should know the cost per hour and the cost per 1,000 of output on the different machines, so that he may judge of the efficiency of each, and when the time has come to scrap them.

It is desirable that the machine room should be kept at a fairly high temperature, particularly if good work is being done, as the ink works more smoothly when the machine and the rollers are warm, and it may be desirable to have some radiators under the inking slab to maintain a suitable temperature. If the temperature at the commencement of the work be too low, the rollers will shrink and good work cannot be produced. The theory of printing on flat-bed machines is that a perfectly flat surface of type and blocks are pressed against a perfect cylinder. I think you will agree that this theory is not often reached in printing! Too often blocks and electros are mounted on uneven mounts, the type is worn or uneven, and a great deal of time is spent on the machine remedying these defects. In the model factory of which I am speaking, the printer would make every effort to send formes to machine with no badly worn or low type, all plates would be flat and on

metal mounts or on good wood mounts, and the blocks would be underlaid so that the first impression would give a good flat pull. A printing machine may cost five shillings, ten shillings, fifteen shillings or even more per hour, and, therefore, formes should be as perfect as possible, and the work should be so planned that when one job is completed the formes, paper and instructions, and the overlays for illustrations for the next job are beside the machine, so that no time is wasted in looking for work or making good defects in the forme.

The moving of material costs a considerable sum, particularly with large sizes, and the machine room should be planned so that there are passage ways and stacking room sufficient for trolleys—hand or electric—to convey the flat paper to and from the machine.

Good lighting is essential in the machine room, and, if much colour work is done, special daylight lamps are desirable.

POWER.

There is no doubt that the best method of driving machinery in an up-to-date printing factory is to use electric power. There are many advantages over the old system of line shafting, particularly in the machine room. When individual motors are attached to the machine, it is possible to run them at varying speeds to suit the class of work, and the machines can be started up easily without any jerk. With small machines, such as wire-stitching or sewing machines in the binding room, line shafting may be desirable with motor attached. If electric driving of this kind be installed, there is no loss of power with shafting standing idle when only one or two machines may be running. Power is only consumed when it is required, and it is possible to work one machine in factory without running the shafting for the whole building.

In a small factory it will be far cheaper to obtain the current from the street, and even in a fairly large factory it may be advantageous not to have the expense of a generating plant, particularly if much overtime be worked, as when the current is taken from the street there is no need to keep stokers and engineers at work to drive a few machines. With electric motors it is possible to place the machines in any position, irrespective of the line shafting, which is a very considerable advantage. Modern electric starters have been so much improved that they are practically "fool-proof," and if motors, with an ample margin of horse-power, are installed, there is little risk from breakdowns which occurred in the early days when motors, too small for their task, were erected.

TRANSPORTATION.

It is impossible for me to mention the machinery that should be installed in a warehouse or binding department. This will vary enormously with the character of the work that is done, but it is essential that it should be well planned so that there is a minimum of movement. Printed work should come in at one end, and pass through to the cutting, folding, gathering, stitching, wrappings or any other processes, and then be taken away by trucks. Trolleys which lift low stages, on which work is stacked, are a very great advantage, and simplify the moving of heavy and bulky masses of paper. Everything should be arranged and stacked squarely in the paper warehouse and in the binding department, and litter and badly-placed material should always be prohibited.

OVERHAULING.

I have thus dealt with the main departments—composing, printing, and binding. I do not propose to deal with the foundry, lithography, and some of the subsidiary departments, but in every section of the factory it should be an axiom that the machinery is kept in a good state of repair—it should be overhauled from time to time, and sufficiently depreciated in the books of the printer so that in a reasonable number of years he could afford to scrap the machine and instal a new and better one. The master printer's machinery is worn out in the service of the customer, and the prices charged for printing should be sufficient to allow an ample margin for depreciation, so that when a machine is scrapped no capital loss is made by the master printer.

BOOK-KEEPING.

In the office there will, of course, be a complete costing system, which will show the cost of every process, every machine, every department, and every job. Costing not only performs this invaluable service: it also shows to the master printer where he is making losses, where his methods are inefficient, and where he could make economies. There is no greater aid to higher efficiency than the costing system which has been devised by the Federation of Master Printers.

Costing is not an added expense, but really an economy, because it takes from overseers and others (who should be doing more important work) detailed clerical labour which can be carried out more cheaply and efficiently by clerks trained to do this work. If every master printer would but instal this system and use the information he obtains therefrom, he would increase his profits, improve his efficiency, and lower his costs of production.

OFFICE SYSTEM.

In the past twenty years enormous changes have been made in office methods, and the use of machines of various kinds is rapidly extending. In a model office, loose-leaf ledgers or card ledgers would be used, on the alphabetical principle, and thus the labour and annoyance would be saved of handling a lot of dead matter when referring to an account, and the task of opening a new ledger when the old one is filled is avoided. In large offices a ledger-posting machine might be advantageous, as the statements and ledger are then identical, and the total of the postings are added and proved by the machine.

Invoices can be manifolded into the day book by hand, or on the typewriter if loose-leaf day books are used, or a billing typewriter machine will manifold the invoices into a bound day book. All the goods delivered should be entered in advice books, which should be prepared so that one writing will produce the advice note, the acknowledgment form a house copy. Even comparatively small offices can use, with advantage, one of the many forms of calculating machines, which add, subtract, multiply and divide. A girl clerk can learn how to use one in a few days, and time and mental fatigue are saved by the use of these machines, when checking invoices, adding columns or similar work. Instead of dictating letters to a shorthand writer, they can be spoken at any speed into a dictating machine, and the record on the wax cylinder is typewritten by a clerk at any time. The machine is always available, and the typist's time is saved. The test of all improvements, whether in the office or in the factory, is, "Does it save

time?" "Is it cheaper than the old method?" The answer will depend on the nature of the business and its volume, and each master printer must answer the questions for himself before purchasing any form of plant.

THE WORKERS.

So far I have spoken only of the inanimate objects of the factory and its contents, but the animate objects—the men and women who make the machinery move and the factory hum with production—are of equal importance. However efficient the factory plant may be, it will be of little use unless the workers are carefully selected, well trained and ably guided in their work. There are some master printers who are foolish enough to think that apprentices are an expense and a nuisance, and that it is not to their advantage to train them. I have had a long experience in the printing industry, and I am convinced that if master printers carefully select their apprentices, see that they are properly trained and encouraged in their work, they will not be an expense, but a considerable asset.

GOODWILL.

The goodwill of a printing business consists partly in the knowledge that has been obtained by the workers of the particular work that is done in the factory and the requirements of the customers. Men who have been properly trained in the factory must be more useful than strangers who come in and have to gradually pick up a knowledge of the work and of the requirements of the customers. In the model factory of which I am thinking, the employer will give every encouragement to his apprentices, clerks and others to attend technical classes, to increase their knowledge in every way, and thus fit them for the posts they occupy, and qualify them to occupy more important positions when the openings arise.

The aim of every master printer should be to gather round him a well-trained and competent staff, which will be thoroughly efficient and maintain the reputation of the concern. Good men can command good wages, and it is a mistake for a master printer to think he is doing a clever thing by paying the lowest wages possible to all his employees. The wage paid per hour is of much less importance than the cost of the article produced, and, therefore, a wise employer would encourage by wages above the minimum those men and women who have shown energy, ability, and efficiency above the average. This higher payment will encourage others to pull out and do their best, in the hope that they, too, may receive higher wages.

I have given you some idea of what I think is necessary for a well-organised printing business. You may say that such a factory is an unattainable dream for most master printers, who have already invested their capital in buildings and machinery during the past generation or two. It is well, however, that each one of us should always have some object in view, in order that we may ever be striving after what is better and what is more efficient; and although it may not be the good fortune of any one of us to control a model factory, at least we can always be striving to improve our methods, learn about new machines and processes, so that when the opportunity arises we can know how to re-organise the methods in our factory. I think it was Oliver Wendell Holmes who wrote, "Hitch your wagon to a star," and though the star may be difficult to reach, the effort

will at least have raised us higher than if we had made no effort.

Higher efficiency, as I said at the opening of my remarks, leads to lower costs, and lower costs lead to a greater demand, and a greater demand always leads to more employment and to better trade. The greatest problem that faces this country is how to build up our trades which have been devastated by war, how to find work for the hundreds of thousands of people who are unemployed. Therefore, it seems to me that it is the duty of every master printer, both for his own advantage and for the ultimate advantage of the country, to strive to perfect the organisation which he controls, to improve his efficiency, and to adopt new and better methods, so that the cost of the commodities he produces may be reduced, and thus help to solve the great difficulties that lie before this country.

PROGRESS.

We in the printing trade have a great responsibility upon us. We are sheltered from foreign competition, and our product is a necessity of modern civilisation. Printing is used in every walk of life: we are born, married or buried; these interesting facts are recorded on printed paper. If we travel by train, go to school, or if any commercial transaction be carried out, printed

matter is required, and, therefore, if we as master printers can increase the efficiency of the factories we control and reduce the cost of our production by better methods, we are indirectly assisting every other industry in the country, and enabling them to make greater use of printing to advertise their wares. Thus you see that the path of duty and the path of profit run side by side—which is not often found in life—for if we increase the efficiency of our factories we shall increase our profits, and if we increase our efficiency we shall lower our costs of production, the lower costs of production bring a greater demand for printing, which in turn leads to more employment, and the greater use of printed matter stimulates all trades.

Perfection in the printing trade is an unattainable ideal. New processes, new inventions and new ideas are being perfected every day, and a master printer can only succeed in a progressive industry such as ours if he is ceaselessly vigilant, continuously improving his methods, and always receptive of new ideas. Failure and disaster await the inefficient; success and good reward will come to those who always seek efficiency. Therefore, the watchword of every master printer and of the whole industry should be, "Efficiency, and always more efficiency."

The Printer Who Sells Advertising

IN recent years a big change has come upon the printing business. Where the printer at one time merely printed, he is now called upon through the sort of printing he produces to help his customer advertise and sell. It is not sufficient to set copy in type and print it on paper, but the copy must be presented in an attractive manner and be easy to read.

While rules for good advertising typography are simple and few, there is one phase of the printer's relation to his customer that has confused and awed the average printer, and that is the preparation of mail advertising.

There has really been too much written on advertising. The whole subject has been made terribly formidable and unnecessarily intricate. One big stone wall that has been built has to do with the analysis of the customer's business by the printer when planning suggestions for mail advertising.

The printer comprehends the necessity of something of this kind when a well-equipped advertising agency takes on a contract to help market the output of a large manufacturing plant, but it dazes him to think of such a task ahead of him when all he wishes to do is to plan a series of mailing things to help some business man sell his goods.

It isn't possible that the printer, unless by sheer luck, can prepare and print anything effective for customers if the printer is in ignorance of what his customers are trying to accomplish or if the printer gives no thought to the sort of people to whom the customer wants to sell his goods. Nothing can be done properly without thought and study. That is the reason why some printers after learning much about their customer's problems and interests become specialists.

Bluff and buncombe will not build up a printing business. One-time customers indicate lack of

permanency and the presence in some way of the two B's. The buyer of printing will come again and again if he meets with understanding and a sympathetic handling of his orders.

However, the psychology of the business analysis plan is bad. How far will a printer get if he suggests to the business man that his business is poorly conducted and that he, the printer, will look it over and tell him what the matter is? Just the same a real business man will gladly welcome new ideas and intelligent suggestions for increasing his business. But the printer salesman must not do like a friend of ours some years ago, who went to a prospective customer, and in accordance with the latest selling procedure asked, "Will you give me a half-hour some day so that I may tell you how you can increase your business ten per cent.?" The prospective customer came back with "I certainly will." The salesman thanked him and went out rather dazed. He remained dazed for some time, as for the life of him he could not think of anything to suggest to this waiting and willing prospect.

The road of the printer selling mail advertising is not easy, but it is not as difficult as some writers would make us believe. To walk downstairs is a simple procedure, but let some writer of advertising describe in detail just what one must do to get downstairs, and let us read these instructions carefully as we make the attempt. The descent will become a difficult one, and we will be fortunate if we don't fall and break our necks.—American Printer.

MR. R. J. TRIMBLE, lately representing Messrs. Stephenson, Blake & Co., Ltd., in the West of England, has joined the sales staff of Messrs. Solmans, Ltd., with whom he was associated for some twenty years previous to his late post.

The Problem of Estimating*

By W. H. SESSIONS

IN my day we had to learn in the bitter but efficient school of experience. How glad I should have been for help such as this, for my father died when I was eight years old; the business was kept on for me, and after three all too brief years of apprenticeship I had at the early age of nineteen to take on the management. Those early days of struggle are still very fresh in my memory, quite fresh enough to make me very wishful to say something to you who are just starting or just in the thick of learning those first difficult steps of management. The problem when we are older is to keep abreast of the times; the problem when we are younger is that we are bubbling over with ideas, and have not the judgment as yet to know which of these ideas is capable of standing the hard test of experience.

A business can be wrecked by the rash adventures of youth, it can be slowly strangled by the lethargy of age. Happy is the business which has at the head both a young man, who with all the pushful zeal of youth recognises the first and an older man, who with all his ripe experience recognises on his part the second. If the two can work happily together in this frank acknowledgment of the gifts and limitations of each that business is going to make a success. We want both youth and experience in considering estimating in the printing trade, for it is a very difficult problem. I have done something to bring the subject more forcibly before the attention of the trade, but when I look back on my efforts to try to see what I have done I am struck with the fact that my greatest achievement has been, alas, to make the subject more difficult! Glad would I have been to make estimating easy, but all I seem to have done so far is the other way. My only comfort is that the first step towards making the broad highway is to show the dangers and windings of the present narrow road. Not as a matter of history, but to show you what you are really up against in estimating, let me recount what has been done in the recent investigations.

Before speaking at a cost conference some two or three years ago Old Bailey, or 24, Holborn as it was then, kindly sent me the collected results of some test estimates. They were just for operational times, no complications about varying profits added, no different hour rates. No question either of buying paper cheaper or dearer or of leaving it out altogether—they had taken the precaution of making everyone leave it out). The result was so great a variation that the congress was considerably startled. Following on this, led by the home counties, the alliances sent out a new series of test estimates. The result of these showed an almost equally startling variation in the estimate of time taken. Operations we had thought simple and easy to estimate, such as cutting, banding and packing, showed most extraordinary variations. Then followed another test in which one or two ordinary "bread and butter" jobs were sent out, such as could be done under practically the same conditions as regards equipment by all the firms taking part. They were asked to record accurately

the actual times taken for the different operations and to send in these times. It was found that although the variations were not so wide apart as those of the estimates there was a serious and material difference in these actual times. We have now reached the point that, as regards any scientific standardisation of operational times, printers' estimates are a three-legged stool, the legs being (1) variation of estimates, (2) variation of actual times, and (3) variation of equipment, but the three legs of the stool are not side by side, but one on top of another, and very loosely jointed, so all we can hope for under present conditions is that these wobbling legs will wobble in different directions, and so give an unstable equilibrium which will prevent the stool falling flat on the ground, or, in other words, the errors will cancel themselves out, and so bring the estimates about right. What can be done to improve such a very unsatisfactory state of affairs which begs our customers not only to ask for estimates every time, but asks them to send out as many requests for estimates as they can? This present state of affairs does more; it upsets the confidence of our best customers in us. The test estimates I first spoke about at a cost congress two or three years ago vary from £70 to £130. No one with this before him could say that a printer who charged on the basis of £90 cost for this work was charging unfairly, he would be under the average; but if you had charged the work on this basis, without an estimate, and the customer, to check you, had asked for an estimate from the £70 printer, nothing could persuade him, against this actual quotation from probably as good a printer as you that you had not been indulging in daylight robbery and taking advantage of your long connection to wax fat on the job, because no estimate had been asked for by your trusting customers. This sort of thing is occurring regularly to almost every printer. What can be done? I am satisfied there is no royal road to correct estimating. The only way is to find out by hard and diligent research what times are really taken in our own works, and quote on these times.

If some of these times are slow, do not hide them by cutting the times on the estimate; it will be the best argument we can have to encourage the slow worker, and it will have an excellent result in automatically closing down the inefficient portions of our works, where we cannot get them up to standard. I do not think I have seen this point of the automatic selection of work spoken or written about, but I am a great believer in the automatic selection of the work best suited for us which the accurate estimate gives, if coupled with a keen watch upon the way it is working. None of us can hope to get all the printing going; none of us can hope to get all our estimates. What sort of orders do we want most? The ones which will best suit our plant and workers will give us the best results both in growth and profit. Yet we twist and torture the natural way of our work and build barriers to our own success by doctoring our estimates to cope with some other fellow's equipment or workers. I believe more and more will be heard of this theory of the automatic selection of the most suitable work for us by letting accurate costing and accurate estimating do this for us.

*An Address given to the South Western Alliance Conference at Shipham for the Sons of Master Printers.

We behave with real Christian piety by worrying much over the lost sheep of an estimate, even to neglecting to examine the ninety and nine good orders going through our works. The proportions are not so favourable as that! Printers would find life very dull as shepherds with only one lost sheep to look after! Look into the causes of lost estimates certainly, but remember that making success out of failure does not just mean getting the lost estimate next time at all costs; it may mean that you have been shown where the wrong road lies, and so are enabled to try out for a better one, "a gainer road" as we say in Yorkshire, a shorter road, with more gain in time to the wayfarer, and in printing we want the road with more gain in it.

To my mind, the best pointer to success lies in the orders we receive. Why have we got them? Especially why have we got the profitable ones? What chances have we of securing more orders on the same lines? If you have followed my argument, I think you will see first of all that I am looking at the long view, and that should be the outlook of every young business man. Taking this long view, you will see how important it is to know costs, not just the cost of the total jobs, but

the times taken in the individual operations. There is not nearly enough recorded times in the printing offices of the country, of the actual times taken to do regular and repeating operations which have daily to be built into estimates. This can readily be done by means of a card index, and I hope the younger generation of printers will make a point of recording operational times, actually done in their works, for printing becomes more complicated as time goes on, and it becomes more and more difficult for mere experience to estimate accurately the times which should be taken, in proof of which will you think for yourselves how many different processes, both hand and machine, now make up the daily routine of producing printing, and so see what a problem is really set before the modern estimating clerk.

What, then, is my message to you this morning?

First, that accurate estimating is difficult, more difficult than was at first supposed.

Second, that no better service can be done to any firm than for the younger generation to set to work to compile a list of actual operational times.

Third, to have the courage to estimate on these times.

Training Salesmen

THE United Typothetæ of America has now completed final plans for inaugurating the series of salesmen's training conferences. In the meantime, the Business Training Corporation is going ahead with the compilation of the books, and promises to have them ready for delivery by convention time.

All of the available talent of Typothetæ, both international and local, will be utilised in securing the enrolment of 1,200 salesmen of printing throughout the United States and Canada for these training conferences. Each local organisation and each group of members at large, where possible, is to have a salesmen training club, and the conferences are to be held every two weeks beginning immediately after the annual convention. Except for a brief pause during the holiday week the work will continue until the entire series of conferences are completed.

Never before has Typothetæ made such a sys-

tematic effort toward the training of salesmen to sell more and better printing at a profit. The tremendous success that the Business Training Corporation has had in training salesmen for the Studebaker Corporation, American Piano Company, Kelvinator Company, and other large corporations, makes us hopeful that it will be able to do as well by the salesmen in the plants of the United Typothetæ of America. Every young man and every young woman who is now selling printing, or has an ambition to sell printing, and every proprietor of a plant, no matter how small or how large, who is interested in selling printing, should take advantage of this opportunity.

Typothetæ is putting forth a tremendous effort to do something for the industry, and particularly for those whose part in it is to sell the product of our presses, and we hope this effort will have a success worthy of the industry and the great trade association representing that industry.

"Advancing the Industry."

THE Joint Industrial Council of the Printing and Allied Trades has set up a special committee to make investigation into methods of advancing the industry, with a view to giving better service to consumers of printing and improving the position of those engaged in the industry. The committee will be representative of the newspaper proprietors and general printers throughout the country, and of the twenty-three trade unions in the printing industry. The members include:—Mr. W. C. Warren and Mr. R. A. Austen-Leigh (chairman and vice-chairman of the Joint Industrial Council) Mr. J. A. Stembridge (president of the Federation of Master Printers), Mr. Valentine Knapp (treasurer and past-president of the Newspaper Society), Mr. W. H. Hazell (ex-president of the Federation of Master Printers), Mr. T. E. Naylor, M.P. (secretary of the London Society of Compositors), Mr. T. G. Newland

(secretary of the National Union of Paper Workers), Mr. R. Kneale (secretary of the Amalgamated Society of Lithographic Artists), and the following vice-presidents of the Joint Industrial Council: Brigadier-General W. W. Bemrose, Dr. J. MacLehose, Mr. G. A. Isaacs (secretary, Natsopa), and Mr. H. B. Skinner (secretary of the Typographical Association). The committee will also include Mr. A. E. Goodwin (secretary of the Federation of Master Printers) and Mr. A. E. Holmes (secretary of the Printing Trades Federation), who are joint secretaries of the Joint Industrial Council.

MR. F. O. ROBERTS, M.P., vice-chairman of the National Labour Party, who has been representing the British Trades Union Congress at a Canadian Convention, returned to England in time to attend the Labour Party Conference at Margate, and was elected chairman for the ensuing year.



London, November, 1926.

Training the Future Master Printer

IT is a refreshing sign that conferences of young master printers should now have been started in various centres in the country, which will enable master printers' sons to know their fellows better and acquire a broader grip of what the printing industry really is. But these annual conferences, however successful they may be, can only touch the fringe of this most vital problem. Some of our master printers to-day are craftsmen who know their job from beginning to end, the technical as well as the commercial side; but if accurate statistics could be obtained it would be found that the majority of our heads of firms are master printers only in name.

It is essential, of course, that commercial interest should be paramount, but it is a thousand pities that some there are that can take no real interest in the practical side of their work. It is strange that such a condition should apply in so many instances in the printing trade, because it certainly does not hold in the case of engineering or in the other large industries in the country. The master engineer is proud of having gone through the shops and of having received a sound professional training; surely printing should be an equally proud profession, and is certainly worthy of an equal amount of study and preparation on the part of those who control its destinies!

A complete training should be a professional matter, just as much as it is in the case of the engineer or the doctor. Even Eton or Harrow or Oxford or Cambridge cannot make a master printer, although they should imbue the printer with a right habit of mind towards his problems,

and, given the necessary technical and practical knowledge, enable him to cope with them successfully. Only the favoured few, however, can hope to have the advantage of such a preliminary training, and the vast majority must be content with a decent schooling supplemented by a technical and workshop training.

The young craftsmen have been better placed than the young potential masters in this matter of learning their jobs. Craftsmen are apprenticed, but many master printers' sons are dumped into the business, and it frequently happens that the better the course of general education, the less real business and technical training is provided. Such a state of affairs is lamentable; technical processes are advancing and changing in a way that can only be taken advantage of by minds properly prepared for the task: and a business under modern conditions requires a much deeper understanding and special training than was necessary a generation back.

The master printer has to be a man of many parts. He must be good at organising and on the commercial side, and have an understanding, at least, of salesmanship. And last, but by no means least, he must have a sound grasp of the essentials of all the technical processes in his business.

Each of the big printing centres, particularly London, Manchester and Leeds, has realised that the young master printer requires a special form of technical training framed according to his particular needs, and the increasing success of each successive year of these courses augurs well for the future.

The London School of Printing has been particularly successful in the managerial course, which includes a wide range of technical subjects and commercial ones in addition. The enrolments have grown in a remarkable way; some of the students are actually the sons of master printers; others have attended the courses with the object of qualifying themselves to fill positions of responsibility, have been placed in good berths, and in every case have made good. The need for men with the necessary broad and yet specific training to fill responsible positions has been amply demonstrated.

But courses of this kind alone can only be a portion of the training, and it is essential that it should be supplemented by a year or two in the workshop; and this, if possible, should be arranged with some printing house with which the young man's father is not interested. The youth with grit, under these circumstances, will be able to acquire an intimate and first-hand knowledge of the thoughts and the workings of the minds of craftsmen whose fellows he will ultimately control, and this close contact will do much to smooth away the inevitable labour troubles when they arise: to understand the point of view of the other side in a dispute is a great advantage.

Posters and Publicity*

THIS volume is the special Autumn number of *The Studio*, and it is the second year in which *The Studio* has issued a book dealing with this important subject. The publication is of inestimable value to all printers who are engaged in any branch of advertising work. Those who desire to use it as a work of reference will be assisted by the division of the various subjects into sections, which deal with travel, transport, foods, tobacco, domestic utensils, toilet articles, clothing and miscellaneous subjects.

The arrangement of the illustrations under subject matter rather than country of origin gives an excellent opportunity to contrast the work of designers, typographers, and advertising specialists in various countries; and we are able to judge the respective merits of English work by comparison with the rest.

It is difficult for a Britisher to view the work of other nations in true perspective. In commercial art, as in the pure arts, there must be what may be described as racial expression of fundamental ideas which is native to the soil, and it is difficult to know what would particularly appeal to the advertising public of, say, France, Germany or America; but if we may take the credit of a sincere attempt to be unbiassed, we think that it must be admitted that the British work combines richness of ideas with a straightforward expression and a direct advertising appeal. America, as represented in many of the examples, tends rather to a theatrical note; the subjects are posed and somewhat self-conscious, and seem to be more concerned with the appearance as a work of art, rather than the message which they have to present to possible buyers.

Germany and Austria, on the other hand, strike a virile note which sometimes inclines to blatancy and modern ugliness; but there are among the German, Austrian and Czechoslovakian posters a remarkable strength and dignity to which we rarely attain. Many of the French and Italian examples exhibit much of the delicacy which is characteristic of the Latin temperament. But this comparison must not be taken as a general one, because other countries are represented, and, as is very often the case, the exceptions frequently prove the rule.

*Posters and Publicity, Fine Printing and Design. *The Studio*, Ltd., 44, Leicester Square, W.C. 1926.

Disputed Charge for "Alterations and Extra Proofs."

E. R. ALEXANDER & SONS, LTD., printers, Leyton, were plaintiffs at Bow County Court in a claim for 15s. from Messrs. D. Freeder & Co., Crêpe Paper Mills, Lea Bridge Road, for "alterations and extra proofs." Mr. E. R. Alexander, M.P., principal of plaintiffs, said he had had forty years' experience of the printing trade, and it was an established custom that proofs were charged for, excepting the first proof; also all extra proofs and authors' corrections. Judgment was given for the amount claimed, with costs, the Registrar observing, in reply to Mr. Sharman (for the defence), that he was relying on the "custom of the trade."

The previous volume was of undoubted value, but the present one shows a great advance in the wide selection of subject matter that has been available, and the collection gives the impression of being a really representative one. Quite a good proportion of the originals are reproduced in colour, and the reproductions that are in monochrome are as good as monochrome reproductions can be. The collection has been made and the introductory essay written by Mr. Sidney R. Jones, and his survey of the trend of modern commercial design is well worth reading.

There has been considerable argument in recent years as to whether the function of the advertising specialist is redundant; the printer resents him, and many artists feel that the fees which the specialist earns should go into the artist's pocket. Under modern advertising conditions, the need for a co-ordinating mind that can visualise a scheme and all its parts from beginning to end is just as essential as are the services of a field marshal who can control and direct the activity of all his units, or a general manager who decides the policy of an undertaking. If the printer cannot include in his organisation such a directing force, he must of necessity submit to the ideas of the man who is directing the advertising scheme as a whole, and so must the artist receive his general instructions from the man who can visualise the effect of a poster or design that has to be made as a part of the complete scheme.

Mr. Sidney R. Jones reminds us of the importance of the functions of the advertising expert; he shows us, too, how the modern designer has made effective display with simple things of everyday life, and contrasts the early days when a Millais painting was used to advertise a soap with the striking treatment which we see on our hoardings to-day of such ordinary things as Borax, Persil, or even a piece of coal!

The union between art and publicity is becoming increasingly fruitful, and there is a growing number of first-rate artists who are applying their energies to commercial ends. Perhaps the artists themselves regret the restrictions which commercial art imposes; but at the same time it is highly probable that the restraint that has to be exercised is good for the artist and should undoubtedly assist to crystallise his ideas.

THE REMBRANDT INTAGLIO PRINTING CO., LTD., have installed plant and opened works at 230, Knight's Hill, West Norwood, and have transferred from Lancaster a proportion of their staff.

In a beautifully-produced souvenir of the Manchester Civic Week, Messrs. Jesse Broad & Co., Ltd., set forth the history of Manchester from the days when it was a Roman camp. Special interest attached to the unique collection of woodcuts which have been in the possession of the house for eighty years. They were originally engraved by noted artists of the day to illustrate a work on the history of Lancashire which was published somewhere about the year 1840, and are very appropriately reproduced on this occasion.

Open Houses

Joint Conference of Employers and Employees

ALARGELY attended meeting of employers and employees of the open houses in the printing and allied trades was held on October 5, at the Stationers' Hall, under the auspices of the Printing Trade Alliance.

It will be seen from the report which follows that there was some very straight talking and at times a very animated discussion.

Mr. W. L. Sidders, Chairman of the Alliance, in opening the proceedings, said:—

I have pleasure in welcoming you all here this evening, and express the hope this will be a forerunner of many meetings between masters and employees of open houses. Prior to the general strike about 60 per cent. of the printing establishments of London were conducted on the open house principle, and a natural and inevitable result of the strike has been to very considerably add to that number. When this meeting was arranged it was thought that the time was now opportune when we should endeavour to stimulate an interest in the open house movement, and consider a few concrete proposals whereby the masters and men could act together to their mutual interest. I would endeavour to summarise as briefly as possible the objects of this meeting.

AIMS OF THE ALLIANCE.

In the first place we wished to create interest in the movement, because in that way we feel it a safeguard against a repetition of the industrial unrest from which all industries have suffered in the last few years. Employers and employees are both victims of the pernicious system of the tied house. To the employer it denies that continuity of contract and service which it is most essential he should have if he is to conduct his business on satisfactory basis, and it also limits his field of selection in the engagement of his staff, owing entirely to the illogical, unreasonable and unjust action of the unions in denying their members from working alongside those who do not contribute to the funds. Next we desire to bring into closer personal contact masters and men to form a greater understanding in the printing industry. This is the first attempt to organise a meeting of both workers and employers to consider the open house interest for their mutual benefit and protection. For some years past the Open House Committee of the London Master Printers' Association have put up a very fine struggle for the open houses, and we should not be unmindful of the pioneer work done by them. It is not within their province to call together masters and men. That is why the Printing Trades Alliance, which is a trade union organisation which members within its ranks, both masters and men, thinks that it is peculiarly suited to call such a meeting. To-night they have gone a step further, and called together those who are without as well as those within their ranks. I hope they will consider together the resolutions on the agenda, remembering that whilst the individual businesses belong to the individual masters, the trade belongs to both masters and men. Therefore, in the name of the Printing Trades Alliance I again give you all a

hearty welcome, and hope we shall be able to have meetings regularly of masters and men of open houses.

NEED FOR BETTER UNDERSTANDING.

Mr. Cuthbert Plaistowe then moved the following resolution:—

"That this conference of open houses in the printing and allied trades believes that the future success of British industry largely depends upon a better understanding between employers and employees, and pledges its support to the efforts being made in this direction."

Proceeding, he said: This resolution divides itself as far as I can see into two parts. You have first a belief and next a pledge, and the belief is that the future success of British industry largely depends upon a better understanding between employers and employees. I think we can say that discontent is growing unfortunately, and there is no constructive policy that carries any great weight of opinion to support it. Since the war there has been a reconstruction period, and we have had suggestions in the way of weekly committees, industrial councils, welfare work, scientific management, and I do not want to belittle their work one bit; I believe they are all helpful, but in spite of all this we still have a growing discontent in industry. With regard to the various political parties, the Labour party has put forward Socialism. Socialism has been discredited. Guild Socialism has not been successful, and I do not think you will find anyone to support it to-day. Trade unions, with their long work to secure better wages and shorter hours, do not seem to go very far. The franchise has been extended as far as it can be extended, and still there is discontent. There are old age pensions, insurances, and still discontent. What is the matter? All these things have been tried, and I do not want to belittle them; I should be sorry to see them stopped. But we still have the discontent. The solution I am going to suggest is this. The worker to-day is an educated, intelligent man, and he is discontented with his status in industry. He is tired of looking forward to a life of set wages for so many hours' work. He is not going to be a mere cog in the industrial machine; he wants something higher and better than to be a mere wage earner. All these things have been tried with the exception of full partnership in industry. What I mean by full partnership is that the worker shall have full disclosure not only of methods, processes and policy, but of accounts as well. He wants all the cards laid on the table, and the worker, through his representatives, desires the opportunity of knowing just where the business stands. The worker is not content at the present time to be told that industry cannot afford any more and then to see balance sheets come out with large reserves, paying large dividends, and doing very well as they may think, and they getting no more in reward out of the product which they helped to produce. Somebody has said that to-day the capitalist lives in the nineteenth century and the Socialist in the twenty-first century. The diffi-

culty is what to do in the twentieth century. I am going to urge as an imminent and immediate thing to bring workers into some form of partnership.

CO-PARTNERSHIP.

The worker shall have a share in the profits, something out of the product he helped to produce, and have an opportunity of holding some part of the capital, and further, and more particularly than the mere cash, the worker shall have an opportunity of some voice in the control and management of the industry. To me that does not seem very difficult. There are plenty of working examples where it is in force to-day in re working examples in force to-day in regard to profit-sharing and co-partnership. There are 246 schemes of profit-sharing and co-partnership in England and Northern Ireland at the present time. I do think at the present time we are in a position when something must be done to allay this discontent in industry. We are an industrial country with forty-four millions of population. We cannot by the greatest efforts of science feed our population from the products of this country, and we must export so that we may import, and we must import so that we may feed. It is most imperative that we find some means of making better terms, a feeling of good will between employer and employed than exists at the present time. What do we find in the businesses that have these schemes? The masters will tell you that there is much less supervision needed, a much greater feeling of good will, and generally a larger surplus of profit to divide than in the case of the old methods. It does seem to me so reasonable and so easy. If only the employers would make a move and take the opportunity of offering to their workers some scheme whereby something other and above the set wages for so many hours is divided among the workers at periodical times. Let us look at the system of working these schemes. I have heard at two conferences I have just attended at Leeds of businesses—one in the silk trade, another in the boiler-making trade, and another in the sanitary trade—whereby the workers do have an opportunity of representation on the board of directors. They have to find the qualifying amount of shares. If they have not the money to pay for them it is loaned to them. There is no difficulty about that. And those directors who have as their colleagues these employe directors say that the system works very well, because these working men directors bring on to the directorate that particular information of particular processes which probably the other directors are not so well acquainted with as those employe directors. And what do the workers feel themselves if they have some of their colleagues on the board? They feel if there is anything to be known they have an opportunity of knowing it. Any disclosures with regard to policy, with regard to accounts, they hear about, and the employer directors say that never in the time of this arrangement have they found that information has been abused in any way. That is personal testimony of working examples.

I am going to urge with all the earnestness in me that you pledge yourselves to make co-partnership one of the efforts towards a better feeling of good will in industry than exists to-day. I was one of those who gave written evidence to the Coal Commission. I and my colleagues put up a good case for profit-sharing. The coal industry is the second largest in the country, and

we put forward that full co-partnership should be given in the coal industry. With these challenges and remarks I think I have made good the case that co-partnership is the immediate and imminent essential towards good will in the industry.

"RENEW WITHIN US A RIGHT SPIRIT."

Mr. A. H. Farmer, seconding, said: I would rather start a little bit nearer home. Mr. Plaistowe has put before us an excellent case for co-partnership, and probably most of us have thought a good deal of it. We shall probably think more of it still. I do feel that the better spirit in industry cannot be bought just by membership of this Alliance. If a firm comes into the Alliance, they are not going to find a wonderful change the next morning when they turn up to work. One cannot buy these things by membership or by profit-sharing, or even by co-partnership. The point is that our industry has got to realise and accept the first part of this resolution, and when they have really accepted it, thought it out and made up their minds it is essential, then I think they have sown the seed. We want first to get rid of weapons of war and force, which after years of building up would destroy good feeling almost in a moment. I feel these other things would then build up that spirit.

DISCUSSION.

Mr. Plaistowe was asked if something could not be done to get the workers to grasp the situation and make it more definite, as otherwise nothing could be done unless it came from the employer.

Mr. Plaistowe said the move should come from the employer as having the larger experience, but surely workers could draw up some scheme whereby they could enter into business as partners. That was being done. He hoped to live long enough to see the employes demand these things. They had a perfect right. He thought employers would welcome the suggestions. They were exhausted in ideas as to what they would do to get a more contented set of workers.

It was stated that a lot of discontent was due to individual workers. If there were a better understanding between employer and employed, the other things were bound to follow. They must first find some scheme to bring this about. The speaker suggested the word "largely" be cut out of the resolution, and the word "entirely" substituted.

Another speaker said there were some men worth £5, and some hardly worth £3. One man, unfortunately, had to make up for the other. It was almost impossible to form a scheme in this case unless there were different scales, as the best man naturally was entitled to a bigger share. This would pull up the third-rate man. The men knew if they were doing better work or more work than others. They must get the men to realise their duty to the employers, and the employers would soon realise their duty to the men.

Mr. Plaistowe said he was quite well aware that wages and work varied; but in the case of profit-sharing, the profits would be paid in proportion to the man's wages. Of course co-partnership could not stand in any relation to wages, as it was not a matter of adding something to wages. The Alliance did not lay stress on profit-sharing, but the idea was to raise the status of the wage-earner to that of partner. It had been successful in a number of cases. Rowntree's had a scheme working with 8,000 workers in conjunction with six or seven trade unions, although five years ago they did not believe in it.

Asked how it was proposed to deal with private companies, Mr. Plaistowe replied that the matter was not difficult. It was a matter of accountancy. In conjunction with the workers they would have a date and line system, and anything over and above would be divided amongst the workers. This would be known only to the accountant.

FULL DISCLOSURE.

Another question was about full disclosure. It was argued that if a private firm had to rely on the accountant, that was hardly full disclosure, and yet credit was a very delicate subject. How far would disclosure satisfy a worker? Full disclosure in bad times would bring the credit down.

Mr. Plaistowe said that disclosure made in confidence to the working men had not been abused. In the case of one particular firm—a village firm employing only 160 people—the owner said that in five years he had never had an abuse of confidence. One found employers full of anxiety. Why did they not share their anxiety—and their profits—with their workers?

The resolution was then carried unanimously with the omission of the word "largely."

THE PRINCIPLE OF OPEN HOUSE.

Mr. W. Bullock (in place of Mr. E. E. Alexander, M.P., away ill) proposed:

"That this conference of Open Houses in the Printing and Allied Trades welcomes the fact that the principle of the Open House, for which many have so long striven, is now generally recognised in the printing trade and in the Government printing establishments, and urges upon all those engaged in the industry to maintain and extend that principle as long as the weapons of the strike and lock-out remain."

Whoever was responsible for organising this conference could not have chosen a more appropriate time, because if the events of the last five months have proved anything at all, they have certainly proved this—that at least two sections of the community were right all along, and those were employers of open houses and members of the Printing Trades Alliance. For years past the employers of open houses had a very bad time. They had a rough and uncomfortable time. They lost prestige and lost contracts because they dared to believe that the principle of the open house was a fair and sound policy; that by remaining independent and refusing to become entangled in the trade union they were doing the best for the trade. But you cannot go on indefinitely playing in a one-handed struggle, so eventually the Printing Trades Alliance was formed. We had sound and solid reasons for forming it. One reason was that we should work in co-operation with open houses—we had much in common. We believed in the full meaning of the word "liberty." Freedom of action. Freedom of thought. We had one great advantage. The Printing Trades Alliance, from its commencement, was recognised by the Government as a properly-constituted trade union. For a long time that was not so with the open houses, but happily that is now altered. A new status is given to the open house, a status well earned, and which we hope will bring them prosperity. Could anything be more absurd, unfair or unsound than to presume that unless a firm takes *en bloc* a body of workers who are liable to down tools at a moment's notice, who firmly believe their only remedy for disputes is a strike, that firm should be debarred

from fair competition in business. What on earth does it matter whether a man really belongs to the Printing Trades Alliance or the London Society of Compositors—whether he is a vegetarian or a humanitarian, so long as he can do his job? Open houses—open doors—open minds are synthetic. What a grand thing it would be for England if all the other industries had open houses like the Printing Trades Alliance to point the way. (Applause.) The need is urgent. The opportunity is great. The possibilities are indeed immense. There never was a better time. Let us go forward quickly while the going is good.

Mr. F. G. Phillips, seconding, said: I believe we all hope and feel that as a result of the recent General Strike the Government have learned their lesson, and the open houses will go on and prosper. To my mind these principles are really a panacea for all the troubles in the printing trade. I have great pleasure in seconding this resolution.

Supporting the resolution, a worker said, in a stirring little speech, that he thought it was acknowledged that the Printing Trades Alliance was an ideal. He wished to say publicly that Mr. Cahusac had always been a loyal supporter of the worker.

Another worker said that it was very easy to be enthusiastic at a meeting, and they should not forget to do something afterwards in order to keep the resolutions they had supported.

A trade unionist said he would like to put the other side of the case. There were a large number of open houses doing Government contracts without the fair wages clause, but there were now more of them conforming to the trade union rates. What happened in America when the big trade unions were broken? (A voice: "High wages.") Who is to determine what wages are to be paid when the militant trade union is broken? He thought when some of the men present got outside they would think differently.

These remarks brought another speaker to his feet. He thought they had all enjoyed the last remarks, because they now felt they had some real opposition. It was rather an unfortunate move to take them over to America. If this old country could equal one-tenth of the wonderful prosperity America enjoys, he would say "Good luck." The sooner the militant trade unions go to the board and the quicker, the better. He believed the militant trade union was killing itself. There was evidence it was not doing the workers the good it should, but driving workers and employers out of business, and increasing the number of unemployed. He put all that down to militant trade unionism. He heartily supported the resolution now before the meeting, and thought the principle of open houses worthy of every support.

The resolution was carried unanimously.

ARBITRATION.

Mr. C. E. Allen proposed:—

"That in the opinion of this Conference of Open Houses in the printing and allied trades the surest safeguard against the dislocation of industry caused through strikes and lock-outs is the unrestricted adoption of the principle of conciliation and arbitration; and urges all employers and employees of open houses to co-operate in the maintenance of peace in the printing industry."

The majority of us, I am sure, agree that the time is come to prevent strikes and lock-outs. The most remarkable thing to me is the won-

derful power the trade unions of this country seem to have, the figures suggest they are not entitled to this power. The militant trade union movement, which is "absolutely indispensable," has lost two millions of its membership during the past five years. If the printing industry has come into the forefront of the industries of this country during the last few years it cannot be due to militancy in so short a period. In the printing industry it is estimated that something like 260,000 people are employed. The total membership of trade unions is 105,000, which leaves 155,000 persons who are non-unionists. Why is it that the militant trade unions have such a wonderful influence, considering that they are in the minority by 50,000? The only conclusion is that the federations of the employers in this and other industries are absolutely under the influence of the big millionaire newspaper proprietors and one or two large printers in the country, and they seem to do pretty well what they like with the trade. The smaller printers are compelled to acquiesce in the conditions of these federations, and therefore it is very difficult for those of us who support the open house movement to make the progress we would like to make. First of all we should not condemn a thing unless we have reasons, and what are our reasons? We condemn militancy first of all because of the injury it does to trade and industry in this country. You cannot injure any industry in this country without hitting the workers more than the employer. That being so, it is surely obvious from the worker's point of view that the time has come when we as workers who are anxious for better conditions, anxious for a greater share in the pleasures of this life, could discover some other method of getting these without crippling the industry. Another factor which has to be borne in mind is that the militant policy results in unemployment. At the present time we are faced with an unemployed army of roughly 1½ millions of men and women workers who are idle. That, of course, is exclusive of miners and those depending on the mines for their work. During the past three years those figures have shown a tendency to increase rather than decrease, while the militant unions have tended to stir up trouble. The climax was reached last May. I am sure they will not be in a hurry to repeat that experiment. Another reason is that under the militant method it is absolutely impossible to get anything like satisfactory settlements of any of our difficulties that invariably occur in the industrial world. Look at the mining question for two seconds. Mr. Cook has ordered a retreat. The miners are going back to work in an orderly manner, but unless they go back to work they will smash their own federation. Unless some settlement is arrived at the Miners' Federation will become a thing of the past. The miners last May could have had, under the Samuel Report, better terms than they will now have, because they now go back on their own. The Miners' Federation is one of, if not the greatest militant trade unions in this country. We are asking you to pledge yourselves to support the maintenance of peace in industry. How are we to do that?

WHAT OF THE J.I.C.?

First of all, what of the Joint Industrial Council? We of the Alliance are in entire sympathy with the work of the Joint Industrial Council. We in no way wish to belittle its work or put difficulties in its way, but the fact

remains that the Joint Industrial Council represents nothing more than a suspicion. I say that deliberately. It is not a representative body. There could be no representative body legislating for the printing industry unless it is for the majority of the workers engaged, and until it can claim that it represents a majority of the workers it has no right to legislate for the trade. Then again, take the meetings of the Joint Industrial Council. The idea is quite all right. The ideal aimed at is excellent, but the fact remains that although both sides are present they are there with weapons in their pockets which they can trot out at a moment's notice, and the one side or the other of the table would declare a lock-out or strike. That is not good enough. It does not give that safeguard which we are aiming at. This industry is becoming one of the first and foremost in the country, and we wish to keep it in the forefront, and improve rather than deter its progress and onward march. We can only do that by finding some way of quite definitely once and for all putting an end to the strike and lock-out weapon. During the existence of the Joint Industrial Council it is surprising to find that the number of disputes have increased rather than decreased, and the number of days lost as a result of disputes has also increased. In 1924 there were twelve disputes, which resulted in 126,000 lost days in the industry. In 1925 there were eighteen disputes, an increase of six, and 135,000 days were lost. I suggest this does not only prove the failure of the Joint Industrial Council, but the failure of the militant movement generally.

TRADE UNIONS A NECESSITY.

I maintain that with all its faults and failures, trade unionism is absolutely necessary and essential. I know of no movement that can take its place at the moment, whatever lines it is based upon, because we must have a combined effort and collective bargaining for settling our wages questions, hours, finding employment, and in various other ways performing the duties for which the trade unions were called into being to perform. We must combine together to secure and guarantee a living wage for all engaged in the industry. Those of you who have been unemployed will realise the absolute necessity for providing sustenance for a man and his family when he is out of work. I believe the employers in this audience will agree with me that employers' federations are also necessary, even if they are necessary evils. But unfortunately we find a large number of employers of labour in this country, particularly in the printing trade, who believe strongly and emphatically in the ideals of the Printing Trades Alliance and open house movement generally, but for some reason or other they lack the little bit of courage to come out and take a stand once and for all on the principles of the Alliance or even on the principles of the open house.

I would remind you once again that the militant movement represents a minority and not a majority in the trade, and so far as the employer is concerned he could get as good service through the P.T.A. as from any union in the country. We believe the time has come when it is absolute folly to endeavour to fight the militant movement with a negative policy. Those of us who object to militancy and those who object to the tied house system must find some means of carrying on the better part of the service of the trade unions. I suggest that if you vote for this reso-

lution you should do it with a clear understanding that from to-night onwards this gathering is determined to pledge itself once and for all to support the objects of the Printing Trades Alliance. We are determined to improve the conditions of the workers. Some say we cannot do it. The Printing Trades Alliance was the first trade union in the printing industry to get the week's holiday for every employe in its own houses. (Applause.) The Alliance was the first, before any other organisation, to get pay for every statutory Bank Holiday. On one particular occasion, while a particular trade union was demanding increased wages, we got our award on arbitration, and got better terms than the trade union eventually obtained. I am delighted to tell the meeting that with the exception of two employers every employer who had attached his signature to our rules paid that increase at that particular period.

Whatever we may think regarding the Alliance and regarding the militants, we are all agreed that the time has come when militancy in this country, whether by the employer or the employe, has got to cease, and strikes and lock-out become a thing of the past. We may not have the exact remedy for the evil, but until you can find a better remedy than that laid down in the constitution of the Printing Trades Alliance, always agreeing that you believe in our principles, then I say it is the duty of each and every one of you to go away from this meeting pledging yourselves to support us in this hard and difficult task in the work we are trying to carry out, and, although we are based on the voluntary system, we do not compel our people to come into the Alliance, nor do we compel his workmen to come out on the street if he does not join. We want you to help us to gain the desired haven a little quicker than we otherwise should do.

Mr. H. Basil Cahusac, seconding, said: There is no question that conciliation and arbitration is the only alternative to strikes and lock-outs, which are the most insane way of settling a dispute. If the employers are the stronger, they will reduce the wages; if the employes are stronger, they can force wages up. Therefore, wages are being fixed largely by means of strikes and lock-outs. The scavengers in a certain town, who can cause the ratepayers a great deal of inconvenience, having a strong union, get a wage unobtainable by a skilled mechanic who has had a long service of apprenticeship. To bring in arbitration it is necessary to have confidence in the arbitrator. In the old days the ordinary man went about carrying firearms. He had no confidence in his neighbours or that the law would right any grievance of his. Nowadays I say there is no reason why a court should not be set up which would inspire confidence. Public opinion is all in favour of a proper wage being paid—a living wage and something above it—for all workers. I think there is no question that it is possible to set up an arbitration court to have the confidence of everybody. I can go so far as to state that the only reasonable means of fixing wages for all industries is to have a central body consisting of masters and men, which would fix and periodically revise the wages of all industries, having regard to the skill of those employed in it, and the unattractiveness of the job. I consider something of that kind should be attempted. To say we cannot have arbitration because we cannot get a fair tribunal is absurd. We have absolute confidence in the judges of the High Court, and it ought to be just as easy to set up a tribunal to settle wages disputes as to settle other disputes. I therefore

heartily support the resolution in favour of conciliation and arbitration.

A prominent member of the Federation of Master Printers said he was afraid Mr. Allen might have left the impression on the minds of those present that the Joint Industrial Council had been a failure. After all, the Joint Industrial Council breathed the same spirit as the Printing Trades Alliance. The Joint Industrial Council was not an ideal body, for the simple reason that it did not include the other side—the non-militant union. But he would be sorry if the impression was made that it had been a failure, as this was entirely wrong, as he thought Mr. Allen would agree. Because there had been a greater number of disputes since its existence one might just as well say that motor-ing is the cause of the greater number of deaths and accidents. It was the natural increase in the many questions that come up in regard to labour that has caused the number of disputes. It was the aftermath of the war conditions we were living in and trying to reconstruct. The Joint Industrial Council had done wonderful work. Not one of those at the early inception of the Council thought it would be of much avail. He had been much impressed by the way in which they had been able to control the wild men of the unions through a quiet discussion, and through what they were always advocating in the Alliance—a round-table conference. It was very difficult to say the number of hours saved to the worker and the number of disputes—dozens and dozens—that had been settled amicably by the same principle advocated by the Alliance—getting face to face with the difficulties.

Mr. Allen, in reply, said that every member of the Printing Trades Alliance must have wished the Joint Industrial Council success. It had done an extraordinary amount of good work. Even so, it did not meet the necessities of the moment.

A CHALLENGE.

A trade unionist present challenged the figures of Mr. Allen relating to those employed in the printing industry. He also flatly contradicted Mr. Allen's statement with regard to the Printing Trades Alliance winning a larger increase for workers than the militant unions.

Mr. Allen said that it might surprise some of those present that one of the largest trade unions was not a registered trade union at all. His figures were obtained from The Gazette, and until a union was properly registered it could not have Government protection, and also figures concerning it were not published in The Gazette.

The resolution was carried unanimously.

"PEACEFUL PICKETING."

Mr. Herbert N. Casson moved:—

"That, in view of the frequent and flagrant abuse of the right of 'peaceful picketing' during recent industrial disputes, and particularly during the General Strike, this Conference of Open Houses in the Printing and Allied Trades calls on the Government to take immediate and effective steps to amend the Trades Disputes Acts so as to prevent in future any interference with or intimidation of those willing to work."

He said: I have never seen any "peaceful" picketing. In my young days we knocked his bally head off. It never means anything but violence. I have come to believe—I did not believe it in my young days—that violence helps nobody but the coroner. Of all the foolish, un-British and pre-

posterous things that was ever brought here by foreigners, worked out from beginning to end by aliens—(applause)—this thing called class war is the worst. It is one against the other—Labour and Capital. I find there is no class war. I have always been a labourer, and always been a capitalist. My job is to go into a business and make it pay. One side is as bad as the other. I have to go in and face the board of directors. Many of them are only thinking of getting their sons into the business, or their week-ends, and their golf. They only want to talk about their Rolls Royce, not about England. They pay attention to everything but the business; they are not the slightest bit concerned with the efficiency of the business. To them Joe is not a man. Joe is a thing. He belongs to a Union. He daren't say a word. Men! There used to be men. There are no men now; they have no ideas. The General Strike proved that. If they have any quarrel, any grievance, they go on strike against employers whom they respect, who are treating them justly. That is England. They are tied, fastened, gagged. Suits of clothes walking around empty! That is where the trade union brings you to. I saw unions rise and fall in the States. They are gone now, like all those big, ancient animals with no brain—nothing but jaw! All that sort of thing is savage, it is military, not British, and not industrial; it has nothing to do with the general welfare and prosperity of any of us. All this "master and man" and all that sort of bunk come down from the Middle Ages! If I tell my employe how to do a thing, I am the master. I tell him. When I know I tell him. I do not listen to his opinion. But when I do not know, I go and ask, and I say, "Joe, what about this?" (Loud applause.) Then he is the master. He knows. And I am the man. The master goes with knowledge, whether wages are high or low. I do not believe in low wages. They are stupid. My high-wage men earn more. Someone said to me, "What about the coalminers?" I said, "Double their pay, and sack those who did not earn it." (Applause.) High wages do not hurt any employer. I had a lad who was lazy, but I thought I could make something of him, so first of all I sacked him. When he had lost two other jobs I went to him and said, "I am going to give you 30s. and take you back and give you twice the work to do." (Laughter.) He is now working hard, and earns 50s. (Laughter.) Cheap wages help nobody. The cause of picketing is this froth and dregs. The top of the beer and the bottom. I would have Cook and the Duke of Northumberland tied together and both pushed off the bridge. Swank and envy! Hyde Park and the Pall Mall clubs. All that talk about getting the work out of the employes! I say what do you think they are? Lemons? The main thing is to get the work into them. If you only have hate, bitterness, the only thing that comes out is strikes. All these schemes amount to nothing if you have not got the human hand-clasp between them. You can't hand out money on a shovel to a man and say, "Take this, No. 46." Those at the top seem to freeze and lose what little humanness they had. The Morning Post is just as bad as The Herald. Two foolish sheets! I believe in civilisation. I believe in reason. Personally I do not strike a man with my fists, and I have not been hit now for a long time—about fifteen years. I do not see why we cannot put industry on that basis. Abolish the picketing, and abolish force, and put it on a human basis, and, instead of breaking down, build up. This

tearing down—anybody can do that. But there is nobody in earth or heaven can put them together again.

Mr. H. G. Sleeman: I formally second this resolution. Picketing has always been a great danger. I have never been interfered with myself, but I might find myself compelled to get on the street at any time with the militants. Where militancy exists I am opposed. Under such conditions one man gains the power to control the actions of another.

Another trade unionist said they seemed to be out to smash the militant trade unions. Why were they opposed to the militant trade unions? There seemed to be mostly employers speaking in support of these resolutions, and, of course, the trade unions were detrimental to them. His advice was to get on with it as they were ready. As long as there was a militant trade union he would belong to it and oppose the Printing Trades Alliance.

Mr. Bullock said it was wrong to suppose that the speakers had mostly been employers. He himself was a worker. It seemed that the reason the Printing Trades Alliance had got so popular in the last three years was purely through the militant trade unions, who had opposed them and advertised them, and they thanked them for it.

The Chairman said it had been suggested that the members of the Printing Trades Alliance were mute at the meeting. He suggested that the general strike proved throughout the country in every trade that there were hundreds of thousands of mute Joes who did what they were told, and were not allowed to express their opinion. So far as it being a meeting of employers, the arrangement had been that an employer or someone outside the trade altogether proposed the resolution in each case, and the seconder in every case had been a worker. The meeting was based on these lines, and anyone could express his opinion during the discussion.

A worker who was once a trade unionist, but now a member of the Printing Trades Alliance, said the trade unions got up to some of the dirtiest actions in order to force members to fall into line.

A woman worker said she had been a victim of a trade union. She had been made to clear out from work because all the other workers were members of a particular union and she was not.

It was suggested that after the words "Interference with" in the resolution, the words "employes fulfilling their contracts" should be added. This was agreed to, and the resolution in this form was carried unanimously.

CONTRACT RESTRICTIONS.

Mr. A. C. Musselwhite proposed:—

"That this Conference of Open Houses in the Printing and Allied Trades protests against the action of certain local government authorities inserting in their contracts restrictions as to labour other than those provided for in the House of Commons Fair Wages resolution, and calls for the removal of such restrictions, which are illegal and against public policy."

He said:—We protest in the first place against the action of certain local government bodies. Their policy is against the law of the land. Every man should be allowed to place his labour where he wills. If it so happens that trade unionists are so strong as to prevent a man placing his labour where he wills they are obviously illegal.

A local government must be part of the Government, and they should be compelled to do what the Government do. The Fair Wages resolution demands and compels that everybody should pay the wages agreed upon in any district, whether it is an open house or a trade union house.

Mr. J. C. Hampton, seconding, said: Such practices are a fatal mistake of public policy. They are all ratepayers, and as a rule among the biggest ratepayers, and they have just as much right to a chance of a contract if they are members of open houses. If they do not carry out the conditions that is a different matter. We want to stop them putting in a clause to prevent honest workmen getting contracts because they refuse to acknowledge militant methods. The time has come when this thing should be made as public as it can be, and register a strong protest against it, and call upon the Government to make it impossible for these temporal majorities to carry out this policy. Every employer is entitled to his chance, and self-preservation is the first law of nature. We have had to fight hard on behalf of the open houses to get contracts against militant trade unions. We have got to start at the base and build up. There is more in this than meets the eye. Whatever we are—independents or other—

wise—we know the principles we adhere to. Now that our principles are acknowledged and recognised, we might strike out in this particular line.

The resolution was carried unanimously.

Mr. Alfred Langley, past-president of the London Master Printers' Association, in proposing a vote of thanks to Mr. Sidders for his services in the chair, said that, although there seemed to be diversity of opinion in the room, they would all be unanimous when he moved a hearty vote of thanks to the Chairman. Whatever a man's opinions, he was right as long as he was sincere. The whole difficulty was one of sincerity, and if they were all sincere in their ideas and actions or not. Although he was called a capitalist, he was as much a labourer as any man. He hoped they would all accord Mr. Sidders a very hearty vote of thanks. He was a sportsman and a sincere believer in the cause.

Mr. Sidders, responding, said he would like to thank all those who came down to the meeting, and also those who had spoken. The meeting had been a great success, and he hoped they would find in the discussion some solution of the difficulties that always surround the trade. He hoped there would be many more meetings of the kind.

Golf

THE autumn meeting of the Birmingham and District Paper, Printing, Stationery and Allied Trades' Golf Club was held at the Castle Bromwich course by the courtesy of the Ground Committee. The weather was delightful when the first of some twenty-five couples left the tee, and remained so throughout the competitions. The Jefferson Cup, with replica, for best net score was won by Mr. Frank Urry (2), of Sport and Play, who put in a card of 72 net. Mr. Edward Jefferson won the prize for the best gross score of the afternoon with an 81. The remaining six prizes for other best net scores and runners-up in the three divisions were won by Messrs. Saunders, Kohler, Edwards, Whitehead, Chipp, and Campbell, all of Birmingham. In the evening, after supper, the prizes were presented by the President (Mr. Josh. Bailey, of West Bromwich), who, in replying to the toast of his health, spoke of the spirit of comradeship engendered by these sporting events, which, he was sure, had an excellent influence by fostering good will among competitors in trade.

Thirty Monotype Machines at Your Disposal

THE above statement is prominently displayed in an advertisement by Messrs. Wyman & Sons, Ltd., one of the largest printing firms in England, who call the attention of the publishing trade to the firm's facilities for producing expeditiously high-class book and magazine work, and no better claim could be put forward. Incidentally we may say that this printing house was the first in England to instal a monotype, and the fact that they recently installed a further battery of sixteen keyboards and five extra casting machines is sufficient testimony of the value and service provided by these versatile machines.

RAFAEL TUCK & SONS, LTD., announce a profit for the year ended April 30, after providing for directors' and management remuneration, of £36,420. The directors recommend the payment of a final dividend of 5½ per cent. for the latter half of the year, making 8 per cent. for the year, and after transferring £800 to the special dividend fund and £2,500 to staff pension fund, propose to carry forward a balance of £6,474.

BUY YOUR

Lithographic Varnishes

Direct from the Manufacturers

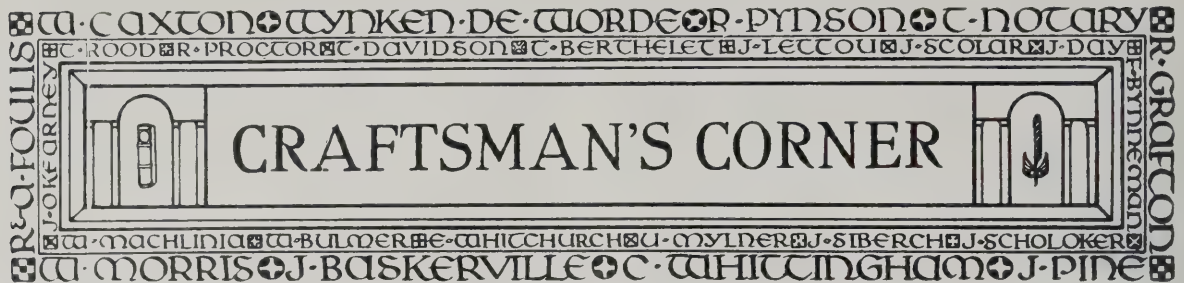
91/2, SHOE LANE,
LONDON - E.C.4
CENTRAL 6904-6905.

3 EAST REGISTER
ST. - EDINBURGH
CENT AL 1126.

DANE & Co.

Established 1853.

Only Pure Calcutta Linseed Oil (well matured) is used in the manufacture of Dane & Co's Lithographic Varnishes.



Devoted to plain, homely talks about Letterpress Printing. Design, layout, type, composition, illustration, paper and ink, will all receive attention as occasion demands; and Specimens sent in for Review which contain features of special merit or interest will be reproduced in these columns.

CONDUCTED BY H. B. NAYLOR.

IN the September issue of THE CAXTON MAGAZINE, under this heading, appeared one or two advertisements which were conceived by or for the proprietors concerned more with the idea of exciting interest and creating desire than of effecting immediate sales. To mention two of them, the Bowman-Biltmore Hotel Service and Messrs. Trollope & Sons: each offered supplementary literature. There are innumerable concerns following the same plan, realising the futility of expecting to sell direct from one advertisement, or even a series, owing to the nature of their business.

It stands to reason that few people would spend from £50 to £500 on furniture without seeing the goods; or £500 to £1,000 on a motor-car without closer examination and trial.

This follow-on system presents great possibilities, because each correspondent is a prospective buyer; and as this form of advertising can be expressed in so many different ways, a survey of one or two plans that have been put into operation may prove helpful to creators of printing.

Advertising specialists know full well that to say too much in an advertisement is almost as dangerous as saying too little.

In Example 75 there is a good lesson to be learnt. Carter's Seeds are known the world over, and yet we find these people ignoring this fact for the moment, being quite content to feature "LAWNS" in a 5-inch single-column advertisement, which has been set throughout in dignified Old Style. Appearing in the early autumn, it informs one that at the end of the season all lawns should be reconditioned immediately if the turf and surface are to be in good condition for the following season; consequently, preparations should be made in advance, and all the required materials—grass seed, fertiliser, worm killer, etc.—assembled.

No side-tracking, no delicate hint that "we are as famous for our bulbs as we are for grass seed." It will be noticed there is no attempt to praise their products—just a straightforward reminder to the amateur and professional gardener to make the necessary preparations. No advice is offered on the best methods to be adopted; one is not even recommended to go to the nearest seed merchant and ask for *Carter's* grass seeds—which would be quite a natural course to pursue.

The reader's attention having been secured, he is invited to apply for a booklet on "Lawns," sent free and post free.

As expert gardeners, Carters know that the thoroughly practical contents of their booklet—

which is well but not extravagantly produced, written in plain language, fully illustrated and positively useful—will, because of the valuable information it contains, become a work of reference. The real intention, however, is that it must do more than this: whenever the recipient thinks of "grass," he must be subconsciously influenced to connect with it the word "Carter"; and when his final decision is made to buy grass seed or anything

SEEDSMEN BY  APPOINTMENT

LAWNS

At the end of the season all lawns should be reconditioned immediately if the turf and surface are to be in good condition for the following season, consequently, preparations should be made in advance and all the required materials—Grass seed, Fertiliser, Wormkiller, etc., assembled.

BOOKLET ON "LAWNS"
P O S T F R E E

Carters

TESTED SEEDS

Grass Seed and Turf Specialists
RAYNES PARK
LONDON, S.W.20

else connected with lawn making or preparation, the source of his inspiration will be so engrained in his mind that he will not be satisfied until he has at any rate given Carter's advice (and incidentally their seed) a trial.

Example 76 shows the cover of this free 40-page booklet, crown 8vo in size, the oval picture being a stick-on in three colours, supplemented inside with authentic photographs—not imaginary wash drawings—of various grass-covered areas such as cricket pitches, bowling greens, playing fields and private grounds, etc.—which have been "Carter"-ised throughout, full instructions for preparation and maintenance being given.

The subject matter includes how to make a new lawn in autumn or spring, the preparation and care of lawns and grounds for many purposes; manuring, fertilising; destruction of weeds, worms and other pests; turfing, levelling, draining; and, where considered necessary, the scientific explanation of certain happenings and their remedies. All of this takes up thirty-seven pages, with not any word about prices—purely helpful advice and instruction. Pages 38 and 39 give the prices, and page 40 is devoted to an advertisement of Carter's 330-page book on "Lawns for Sports," the summary of which is most comprehensive and suggestive.

Accompanying this booklet on "Lawns" was a large-post 4to 40-page catalogue on "Bulbs and Lawns," copiously illustrated with photo-litho examples, printed throughout in photo-brown. The instructional notes are brief and to the point, each group being illustrated, described and priced. It is unnecessary to reproduce any of the pages here, as it would carry the lesson no farther; but this catalogue is a striking example of craft efficiency from the seedsman's as well as the printer's point

of view. As a fitting conclusion it may be added that James Carter & Co. offer a personal and postal inspection service on all matters pertaining to their products!

Booklets like these, free and post free, represent SERVICE, and tend to create goodwill between the two parties. Goodwill as an established fact means SALES—not once, but repeatedly; and it is by such methods big businesses are built.

In our September issue was shown an advertisement for Austin Reed, Ltd., devoted entirely to the sale of pyjamas; and the suggestion I then made was that, although they were men's outfitters, they were prepared to advertise this one line only for the moment, in the expectation that when a visit was made to any of their shops the prospective customer for pyjamas would be tempted to extend his interest to their other goods.

I put this to the test, and, sure enough, on entering an Austin Reed shop, I beheld an exceptionally fine collection of booklets, placed within easy reach of the customer, so that he could help himself without having to trouble the shop assistant or be under any obligation to him for copies—they were in wall racks away from the counter—personal persuasion at this point did not enter into the matter.

Like the goods themselves, the booklets are not only excellent specimens of printing, but also ideally suited to the class of customer likely to invade the premises of a good-class outfitter, though the prices generally are well within range of the pocket of the general public.

Specimen pages from two of their booklets are here shown, and the manner of "presenting the case" may prove of interest to compilers of catalogues.



BY APPOINTMENT.

LAWNS
AND
SPORTS GROUNDS.

James Carter & Co.
Seedsman to H.M. THE KING.
RAYNES PARK, LONDON, S.W.20.

Example 77 ("FOR EVENING") shows the inside title page of a 28-page booklet 11 in. by 7 $\frac{3}{4}$ in., tied with brown silk thread, devoted entirely to Dress Wear. Each left-hand page presents the subject matter for the facing right-hand page illustration (see double-page spread in Example 77).

The titles of the left-hand pages are set in Old Face Open, the text being in 12-point Garamond. Taken on the average the pages are only about half to two-thirds filled, so that the ample margins are not only consistent with the general treatment, but help to throw up the text and make pages extremely readable, giving an atmosphere of natural dignity to the facing illustration.

The halftone illustrations are practically full-page, with a light biscuit-coloured flat tint forming a border 2 ems wide all round; the picture was taken from life and printed in photo-brown, with the particular garment adequately shown, and having a super-imposed effect by being printed in black.

Descriptions and pictures deal in turn with dress shirts and their special fitments, each as a separate subject—dress waistcoats, collars, ties, socks, hats, scarves, dinner jackets, evening overcoats, etc. The subject of Dress Wear is thus most comprehensively treated, without any appearance of hurry or the belabouring of any point. Prices are given, so that one knows exactly the cost before going anywhere near a shop.

Another booklet is devoted to Austin Reed Sportswear, printed on buff ripple-finish cover paper in black, red and blue—all line work. Size 9 $\frac{3}{8}$ in. by 6 $\frac{1}{4}$ in., with sixteen inside pages, all tied together with blue silk cord.

Facing pages are made to balance in design. The top half of each page is devoted to reproductions of actual photographs of Sportswear articles, printed in photo-brown over a biscuit tint; in the lower half of each page is a small sports picture taken from life, depicting cricket, lawn tennis, rowing, motor-ing, golfing, shooting, etc., the eye line being maintained by a continuous running band printed in light and dark blue, the subject matter and upper illustration on each page having direct connection with the sports picture below—a combination of suggestion and reality. Prices are shown in plain figures.

Although adopting a different method of expression, this is another way of following a scheme similar to the dress-wear booklet already illustrated, making it unnecessary to reproduce any part of the Sportswear booklet here.

Austin Reed Ltd. are also collar specialists, and the illustration at top left-hand of Example 77 depicts the cover of their booklet on this subject. It is ambitious in its representation of the name SUMMIT by the mountain scene. All line work, the picture is printed in black for the foreground and trees, with wording in white relief, the treetops showing on the right are in green, the mountains being bluish with white caps (the SUMMIT), an orange sky, and black border round the whole. The monogram A R is embossed in gold on chocolate cover paper.

This booklet is 10 in. by 6 $\frac{1}{2}$ in., consists of 32 pages, and starts by describing the good points in the manufacture and materials used in the making of the collars. This is followed by photographic reproductions of the various shapes (two to a page),

each "mounted" on a polished wood base; a section at the end is devoted to dress shirts.

The impression is at once created that Austin Reed Ltd. have brought the manufacture of collars up to a high art; and their presentation of the subject as a whole gives the collar a dignity and charm which places it in a position of importance as an article of dress.

All the Austin Reed printing is of a very high standard, exceptionally well conceived and planned, with a consistently intimate touch in its frankness and clearness of expression; and, although it may be costly to produce, most men, after examination, could not fail to appreciate such presentation and be convinced by the sincerity conveyed that they were doing the right thing for themselves by giving Austin Reed Ltd. a trial order.

The detailed explanations of Examples 75 to 77 afford an indication of how some experts build up advertising schemes. There is no by-talk, nothing to divert the mind from the subject proper, no side-tracking—just plain statements pleasantly presented, easy to read and understand; and, although other plans have no doubt proved equally as successful as selling forces, there is little doubt one will have to go a long way to find booklets serving the same purpose that will surpass them for elegance and effectiveness.

This subject may be continued in subsequent issues. If a special point of interest strikes any reader, the writer would be glad to hear from him.

In a few issues back was reviewed a brochure entitled "Craftsmanship," issued by the Garden City Press, Letchworth, which was a fine specimen for purity of style and quality of production.

This firm now sends along another specimen, "Ideas, and How to Hatch Them," which is entirely different in conception, although out to produce similar results—i.e., more orders for printing. It takes the form of a 12-page booklet with self cover, 9 in. by 5 $\frac{3}{4}$ in., set throughout in Chippendale, relieved by line illustration and drawn lettering in black and red, and printed on Strathlaid White Book paper.

Example 78 shows a double-page spread from this booklet, the illustration being the main link between title and subject matter. At the particular opening which is shown, the left-hand page refers to some dummy folders which are sent with the booklet. In fact, there were three of these folders (blank pieces of paper, and each treated differently), enclosed with the object of getting a prospective customer to be actively interested, and take a personal and practical part in putting *his* idea on to paper. Into the mind of the man who goes as far as this an idea for a piece of printing has germinated; and though he may not send forward his suggestion, it is quite within the realms of possibility that he may fill in the inquiry card (also enclosed in booklet); it is worded to convey that no obligation or charge is entailed by so doing—even if only to seek advice on a question of policy. Contact having been obtained, it is up to the printing salesman, properly backed by the resources at the command of his employers, to convince the inquirer that good advertising literature is an investment, not a speculation.

Such is the endeavour of the Garden City Press



AR

FOR EVENING
SHOWING THE COMPLETENESS AND THE CONVENIENCE
OF THE DRESS WEAR SERVICE AVAILABLE AT THE
AUSTIN REED SHOPS



LONDON
BIRMINGHAM MANCHESTER LIVERPOOL
WOLVERHAMPTON BRISTOL
Men's Wear Stylists

Copyright by Austin Reed Ltd

THE DINNER VEST

NO ESPECIAL significance attaches to the intentional omission of the Black vest among those photographed for this booklet: it was merely due to our wish to show different styles of the White variety in the three pages allotted to Vests.

Reference to the items below will show that we make the Dinner vest in Silk Cord at 18/6, and in Silk Barathea at 21/-: the Cord has four and the Barathea three buttons.

DRESS VESTS

In Pique	8/6, 10/6, 12/6, 14/6, 16/6
In Marcella	10/6, 12/6, 14/6, 15/6, 16/6, 21/-
The A.R. Backless Vest, in Pique	S.B. 10/6, D.B. 12/6
and in a very fine Marcella	S.B. 12/6, D.B. 14/6
Black Cord	18/6
Black Barathea	21/-

All with trousers sale.

In Marcella we supply vest, shirt and tie, links and studs to match



14



A French Pique model, modish but restrained, and in high favor

AUSTIN REED LTD - Eleven shops in London

15

shed. An idea in the head is still a half formed thing. It must be created in matter; turned, if it be an advertisement, into terms of paper and ink.

But we get down to it. First we must decide whether our advertisement is to be a folder, leaflet or booklet—merely a matter of size. If our idea is a big one and needs a lot of room, we must find room in which to set it down. If our thought is small, small space will house it. For the present purpose, shall we say we will have a Folder? Something like the dummy folders sent with this booklet? Very good, that's settled.

At this point, a pencil is a valuable thing to possess, especially a soft pencil that can easily move over the paper and makes a mark that can quickly be rubbed out.

It's a surprising thing, but if one looks at a sheet of blank paper with a half formed idea in mind, the other half of the idea will form itself on the paper—all we have to do is to pencil over it.

You don't believe it? Well, try it. Take one of those dummies,



the one you like best, and look at it. You can sum up the point of your idea in a few words, can you not? Put 'em down on the paper. Just scribble them in the place where they seem to want to be. Do you notice that they can be illustrated? They say something about the thing you make—let's have it in a picture. Good. The cover is done.

See how it works? One good thought attracts another until they bubble over in creation. Now all we have to do is to act along the same lines, spend half an hour or so over the inside of our folder, letting the ideas form themselves before our eyes. Our egg has been hatched, a folder has been born. A good folder, a useful folder, one that will bring us business and keep our name in the public mind. Now we can go to tea, and so satisfy the third requirement of those psychologists—recuperation, restoration, or any simpler name you have for play.

Oh, by the way, there's one other point. Advertising ideas have to be set in type, interpreted. For the sake of ourselves it is as well to



EXAMPLE 78

Ltd, through the medium of the printed word. This literature is striking, well thought out, and phrased in cheerful language. Cheerfulness in the performance of one's daily task is an asset. If it can be transfused into others, so that it recoils profitably on to the sender, then a useful purpose has been served, to (it is to be hoped) the satisfaction of all parties concerned.

APPRECIATIONS.

B. SARGENT, LEICESTER.—Thanks for your comments, but you miss the main point, which is to create and maintain sales, not to infer you are independent and in business for the pleasure of it. You are in business to get a living, and a little more besides if possible; if at the same time you can make a pleasure of your work, then your reward is greater still.

R. E. SPOFFORTH.—It is a mistake to use 6 point face and fine face rule together to produce a shaded effect. The stronger the heavy rule, the stronger should be the "shadow" rule. Do leave out full points at the ends of leading display lines—if you put a main line in a different series, surely this is a sufficient cut-off from the succeeding sentence; besides, the full point throws a big line out of centre and makes the job look spotty.

ZETA.—Your cards are very neat. Balance is excellent; but do not try to imitate engraved work with a letter design which the engraver would never dream of using except under very special instructions.

H. SEWARD.—Your layout is quite practical. It is not always necessary to sketch exactly the series of type to be used—the main characteristics, size and colour value are more important.

L. G. WIMBLETON.—Particulars supplied are insufficient. Line and half-tone are both photo processes and the methods of reproduction are entirely different from electros and stereos, which are cheaper forms of duplicating.

Readers are invited to send in specimens for review or criticism under "Appreciations." Noms-de-plume may be used if preferred. Suitable subjects will be reproduced as opportunity affords, unless requested *not* to do so.

Please address all communications relative to "Craftsman's Corner" direct to H. Naylor, 8, Aubert Park, Highbury, N.5.

MR. J. W. LAMBERT, Cheapside, Settle, celebrates his diamond jubilee this year as a printer, being apprenticed in 1866 at the age of twelve. In 1881 he took a cottage at 2s. a week and commenced business for himself. In 1892 Mr. Lambert purchased the premises where the business is now being successfully carried on.

Miscellaneous Advertisement

COPPER HALFTONES.—12 square inches, 8/-; Line Zincos, 12 square inches, 4/6, cash with order, carriage forward.—Thornton Works, 43, Gt. Thornton Street, Hull.

Some Printing Fires: and Some Suggestions

(continued)

IN 1909 Mr. Ralph Hazell read a very informing, very helpful paper upon printers' fire risks, at the annual conference of the Master Printers' Federation held that year in London under the chairmanship of Mr. Sidney Reid, of Newcastle-on-Tyne. Of that paper, which I heard at the time, I will speak later.

Just here I will recall a delightful Irish variant upon the usual British sober-sided talk at federation meetings. It was a narration by that Peter Pan, that ever welcome, ever refreshing fellow printer, Mr. Irvine, of Londonderry. He joined in the discussion following Mr. Ralph Hazell's paper. "We had a foire," he said, "in our works in Derry. Happily we had the presence of moind at once to lock our compositors in the case room."

Bewildered looks all over the conference and cries "Why"? "Because we knew that if we didn't lock them in they'd be running down into the city of Derry and bringing along a vurry inefficient foire brigade." (Roars of laughter.) "After turning the key oi went to the 'phone. Are ye the foire brigade?" "Yes." "Well, I'm Irvine, printer. Oi've got a foire, and oi don't wantt ye. Will ye be giving me yer advice? They said to me 'Ye'll be having plenty of watter, and next door to ye ye'll be foinding a tremendous lot of salt. (There is, or was, a bacon curing depôt next door.) What with the water and the salt the foire was soon got under, and with the minimum of damage."

Years later I was giving a talk to that famous London City Club, the Bartholomew, and Deputy Nicholls, of the London City Common Council, was present. I mentioned this incident. Deputy Nicholls knows his Derry. London and Londonderry have intimate relations; indeed friend Irvine may once have been a tenant of the London City Corporation. The Deputy told the Bartholomewites what Mr. Irvine had also told me, that the fun of the narrative rather obscured the actuality, which was that the salt was wonderfully useful and effective in this small fire.

Mr. Ralph Hazell, in 1909, had much to say as to the value of automatic sprinklers, which incidentally are also automatic fire alarm sounders. He stated that Messrs. Mather & Platt, a leading firm of sprinkler makers, had informed him that since their erection of sixty-two sprinkler installations fourteen fires have occurred in the premises thus protected. To extinguish these fourteen fires twenty-six sprinkler heads opened, with an average of slightly under two heads per fire. The loss reported amounted to an average of £75.

I have enquired of this firm what appear to be the corresponding figures at this time. Here is a little statement they have kindly given me:—

"GRINNELL" SPRINKLER FIRE RECORD
IN PRINTERS' AND PUBLISHERS' RISKS
(Excluding the U.S.A. and Canada) to September,
1926.

	UNITED KINGDOM	FOREIGN	UNITED KINGDOM & ABROAD
No. of Fires	39	25	64
Da nage	£4775	£1091	£5866
Average loss per Fire ..	£122/8/8	£43/12/10	£91/13 1
No. of Fires in which damage was reported as "Nil" or "Slight"	24	16	40

Thus out of a total of 64 fires, 40 resulted in no loss, or only a trifling one. In these 64 fires 83 sprinklers were opened. The number of sprinkler installations in printing and allied trades is 165. A discount of 55 per cent. is allowed by the Tariff offices for Standard "A" installations, i.e., installations with duplicate water supplies.

From what I have heard there is little ground for the fear sometimes expressed that large damage may be expected to happen to paper stock, although fire may do no important damage. Remember, if the sprinklers begin to operate they sound a loud fire gong.

* * * * *

SOME DANGERS.

A few words on some dangers to guard against:—

"Multiplication of match lining partitions so dear to the heart of master printers," to use Mr. Ralph Hazell's words in 1909, should be avoided. "Take, for instance, a lift well. The majority of printers will enclose this from top to bottom with match lining to keep out the draught. . . . If, instead of using match lining, the lift well is enclosed in galvanised open wire guards, the danger arising from the lift becoming a chimney, to carry a fire from floor to floor is immensely lessened if not wholly obviated."

Mr. Hazell advises that the lift should be "enclosed in galvanised wire open guards." "If cold air is excluded from the ground floor, very little, if any, inconvenience will be experienced on the upper floors." One incidental danger attaching to the use of thin match lining around a room is that there is often an appreciable space between the back of the lining and the actual wall. In this space dirt and fluff may accumulate and become very tinder, and it may happen that on a fire arising it is very quickly communicated all round the room behind the match lining.

Defects in or accidents to electrical equipment seem to be fairly frequent causes of fire. Mr. Ralph Hazell, in 1909, expressed the view that "the importance of electricity as a cause of fire has probably been somewhat exaggerated." That may be, but there have been half a dozen outbreaks of fire upon buildings of the Amalgamated Press, and in the opinion of the fire companies the causes were in most cases connected with electrical equipment.

It might be as well to let an independent electrician give you the benefit of his observations on your installations as the work is going forward.

Rules for electrical installation are issued by fire offices, and the electrical contractors should certainly conform to these.

One need not be an electrical expert to realise that where soldering is done it should be well done, and certainly that there should be no more twisting together of cables without any soldering at all. Overheating may easily arise through such twisting.

A useful warning was given by Mr. Hazell that "users of electricity should be wary of actually increasing the load on electrical cables by adding lights here and there, or by substituting 32 c.p. for 16 c.p. or for 8 c.p. lamps. Each individual addition is in itself trifling, but in the course of a year or two additions may be made which cause a serious overloading on the wiring, causing over-heating and consequent risk of fire."

Dust accumulating inside the armature of a motor has been ignited from a spark from the commutator of the motor. Moral: Keep everything as clean and free from dust as possible. Of course paper should not be hanging up to season close to the flexible wire of electric light. And one should remember that if a short circuit occurs in a flexible wire the insulating material sometimes catches fire before the safety fuse has time to act, and loose paper near by may be reached.

Loose paper, and particularly dirty loose paper—inky and paraffin soaked loose paper—this is the bogey which the fire company always has in its mind when it thinks of a printing works.

Loose paper and oily rags.

REMEMBER YOUR WARRANTIES.

Well, read your warranties carefully. I speak feelingly, for, owing to someone in my office not having read a warranty in a burglary insurance, there was an omission to have *two* operating locks on a certain door, and on burglars stealing a brief size typewriter and other typewriters (and making a very good choice of a fair number of machines to select the best) it was found that there was no valid claim against the company, the precise warranty not having been complied with, and a mere small *ex gratia* payment was all that could be obtained. The same necessity attaches to fulfilment of warranties in fire insurance policies.

Printers everywhere are warranting that they remove oily rags and papers from their premises every day. Are they doing this? I do not say that the thing is in itself quite necessary. If these are gathered up and stowed daily in metal bins or other holders, and are removed twice or even once a week, that may be reasonable precaution, but if the printer has engaged that he will do more than this he is living in a fool's paradise if he thinks that, despite of his failing to observe the conditions of his warranty his claim will surely pass unchallenged without any very precise reference to such a failure on his part.

I have before now interviewed an insurance company on behalf of a printer who was very anxious as to the way in which he might find himself let down through some failure to observe the strict letter of his warranty. The insurance company in that case agreed to a somewhat less stringent terminology. But in general they are averse from any relaxation. They feel that it is not only in their interest, but in the general interest, in the interest of the printer himself that this insistence on daily removal should be made.

AS A FIRE SURVEYOR SEES US.

I am indebted for some fire prevention hints to a little book, "The Fire Insurance Surveyor," by James Black, F.C.I.I., Belfast. It is the more interesting from the fact that it was not (as I judge) written with the thought of the average policy holder as a reader. It seems to have been a generous effort by an old, much experienced fire insurance surveyor to help younger men in their calling.

Mr. Black does not seem terrified by printing plants as fire risks. I will indicate tersely how he deals with certain "classified" risks and the order in which he names them. You will see that printers are not mentioned for a long time.

He begins with grocers. Rats may nibble their phosphorous matches. Phosphorous ignites at very low temperature. Then he names hardware firms (carbide is to be noted); then provision dealers (note bacon curing, etc.); then drapers (heating irons: and how are lights protected?); wood workers (are pits regularly cleaned? and note glue pot gas rings and veneering); corn mills (are shellings ground in a gas-lit building?); light and power stations, distilleries (the grist mill is dangerous, it rarely has a dust collector; and grains-drying is dangerous, too); creameries (boiler smoke stacks are often unsatisfactory); coach builders (lamp black, spirit varnish, etc.; how kept); clothing factories (box irons, gas-heated, are dangerous); breweries (malt roasting over a furnace and dust in grain cleaning, all mean danger); boot making (various volatile spirits are used); brush makers (varnish for finishing); bakeries; metal workers (rust is a great fire raiser, and a little oil getting into a rusty heap is very dangerous; confectioners; woollen mills (are their floors oil-soaked? and is the cropping room clean?)).

Bazaars come next in the "classification"; then bicycle repair works (the loss ratio here always extremely high; carelessness no doubt often the cause); then bleach and dye works (discussed at length; here red hot plates seem often to be used; altogether a very anxious risk commitment); then artificial manure works (dangerous because of the flimsy nature of many of the buildings); then come

LITHOGRAPHERS OR LETTERPRESS PRINTERS.

There! I have precisely recorded the sequence of risks as I find them in this expert's classification. Only after this long series does he name us. When he does, these are his exact words, and they are all he says about us. Just these five paragraphs:—

"Lithographers or Letterpress Printers.—Waste, printers' spoils, wipes and waste of all sorts should be put in metal buckets.

"Spirit and Varnish.—Spirit or paraffin used for roller cleaning, and varnish and spirit used in fixing transparencies should be kept in a separate lock-up building, and only a day's requirements served out at a time.

"Paper Bag Making or Card Box Making.—If these processes be done, note how bags are dried, how glue pots are heated, and how frequently the department is cleared of paper cuttings.

"Gelatinizing and Framing.—Note very specially the means of drying. Quantity of gold size, and how kept.

The number of hands is the best indication to the head fire office of the extent and operations of the concern." (Here his notes end.)

If "framing" has to be brought in to make up the sum of our actuarial undesirability we surely can't be so very dreadful in fire offices' eyes. How many printers frame anything? Very few of them even

FRAME EXCUSES.

We are near the tail end of the list of risks, presumably a diminuendo of danger. Rope works come next to printers. These do not seem to frighten Mr. Black at all. The tarring is generally "in a building by itself," and though there is dust in "spinning," and the hands are not of the highest class, it yet would seem to be among the good risks. Flax mills follow, and again he is not frightened. "The spinning mills are for the most part fireproof"; every non-fire proof drying room is a special hazard. Glass and bottle works—(chief danger here movable light and surreptitious smoking). Surely one is becoming rather "gravelled for matter" when surreptitious smoking has to be indicated as a danger. Then come power loom factories (accumulation of fluff is to be avoided); next, makers-up, handkerchief, children's outfitting, etc. (the re-lighting of smoothing irons is here alluded to; and asbestos packing is said to be needed in drying closets).

At this point come words which ought to be pondered. "All policies," he says, "should contain a warranty as to daily removal of waste. We should see to it that it is *reasonably complied with*." (The italics are mine.)

"Gas works" follows; now deemed a very good risk. "The fire companies," we read, tumble over one another in their eagerness to get them at 2s. or 2s. 6d. per cent.² This risk "had stood for 40 years at 15s.; the companies looked askance at these (gas works) risks."

Dry goods warehouses follow (internal arrangements the chief things to consider; occupancies and operations differing so greatly). Paper mills next (a long commentary). Recent legislation has brought about considerable improvement in sub-division by single fireproof doors. Look out for accumulations of waste paper round mill feed pipes. Mr. Black's list ends with soap and candle works, theatres and music halls, mineral water factories, tanneries, and the brick and tile works.

I've given these notes about other trades to help my readers to see how we appear to a disinterested, very competent observer. It rather suggests that some printers

MAY BE PAYING TOO MUCH.

I was once startled by the markedly discrepant rates I have found charged by fire offices to two printing concerns in the same provincial city, and to my eyes constituting much the same risk.

In the United States last year I encountered a definite statement that some businesses (I don't know if it applied to printers) were failing to get some premium reduction concessions "simply for lack of asking." Those were the words employed by men concerned in fire insurance arrangements. If that is true of American industry, it may be true of ours.

5/- AND 2/6 RATES.

What are reasonable rates? Well, of course, that depends on circumstances. One large printing concern known to me is situated in a very old provincial English town with very narrow streets. Fire sprinklers are plentifully installed by this firm. Fire offices allow 30 per cent. to 55 per cent. from

premiums because of sprinkler installation, according to the circumstances. This firm has practically all its machinery insured at premiums of 5s. or 6s.; i.e., 10s. or 12s. less the 50 per cent. or 55 per cent. It also has a very large part of the rest of its property on these printing and stationery shop premises insured at 2s. or 2s. 6d.; i.e., 4s. or 5s. less, about 50 per cent.

Mr. Black makes many suggestions. Just a few I will mention here.

Concrete apparently receives more credit as a fire resistant than it is entitled to. It is a good conductor of heat. Mr. Black tells of a range of small dwellings where on a fire occurring it was found that thin strips of wood had abominably been stretched across the rafters, and a humbugging thin layer of concrete—a good heat conductor, remember—had been placed over the wood strips.

Some printers who have to take over cottages for extra space might look to the cottage hearths.

Stoves used for manufacturing operations are often more carelessly erected than those used for warmth only.

The safest works heating is by low-pressure hot water. High-pressure pipes often attain to 240 degrees, which being continued means dangerous effect on timber or other ignitable stuff near by.

Inflammable stuff is often found close to a boiler or heating furnace. And the furnace may be in a non-fireproof basement. Asbestos sheeting (not asbestos slate) might well be used as ceiling covering in such a place.

Of course, one must always try to guard against the ignition of paper or oily rags. Then non-safety matches may be thrown about. Tapers are better than candles for throwing light into odd corners, and better than tapers are portable electric lamps.

The printer should try to assure himself as to whether his flues are properly constructed. And he should be particularly on guard against danger from hot ashes and from sparks from fires.

He should examine his gas fittings. Sometimes these are old-fashioned and inadequate and leaking. He should watch brackets particularly.

If you have a foundry, look particularly after the scouring operations. Many years ago I was for a short time manager of an electrotyping works. We had a small fire. I found that the fire office had quite admirable plans of our black shop and finishing shop. They had tinted red such places as that in which plates were scoured with turps, or whatever cleanser was used. Watch plate-scouring, and any spirit-saturated sawdust, or whatever you may use for plate scouring. And always particularly watch your wiring installation.

Keep a works' cat. A rat came near causing the burning down of the establishment of a London daily paper, whose plant I was valuing. I think it had eaten away some insulating material, and its body suddenly bridged wires and produced a short circuit.

Wired glass in windows is very desirable. Modern windows of small glass sections separated by copper strips are admirable. Where a works is lit by a well, there might be light glazed structures round the well. Sections could be opened for ventilation. A well fire would not so easily spread at the sides.

What a fire office likes is an external wall of brick not less than 13 in. thick, or of concrete not less than 6 in. thick. Their "perfect party walls" are of 18 in. thickness between the divided premises and rising a foot or more above the roof; so that flames consuming Brown's works and darting

towards Smith's alongside, may possibly be beaten back by this party wall (uprising through the roof) just long enough to give firemen a chance.

Printers designing a large factory may get hints from the big drapery stores. You remember a terrible fire at a drapers' Christmas bazaar in South London, when several lives were lost. In general the large drapers seem to be taking no risks they can avoid. You will commonly see in large drapery stores iron sheet sliding doors operating at an opening in a wall between one department and another. One iron sheet on each side of the wall. These are not to be confounded with armoured fire-resisting doors.

I think Messrs. E. J. Arnold & Son, of Leeds, would get first prize from me if I were called to award honours for the most thorough provision against fire and respect for the customers' interests among all factories I have inspected. Besides plentiful safes, Messrs. Arnold have a number of large strong rooms. Papers of special importance to the firm's customers and to the firm, and books containing records, and miscellaneous memoranda, which are constantly being consulted, are taken to these rooms nightly.

FRANK COLEBROOK.

(To be concluded.)

America and Efficiency*

By A. E. GOODWIN (Secretary to Federation of Master Printers).

THERE is a tendency in some quarters to so magnify the good points in American industrial methods and to deprecate all our British ways that to some America and efficiency are synonymous. But this is misleading—I do not claim to have spent long enough in America investigating these methods in printing offices to express definite opinions. I saw a prominent member of the Institute of Graphic Arts of America last week, and he was lamenting the lack of well-trained craftsmen in the States. The high wages paid to unskilled labour, the readiness to change occupations and the unwillingness to spend five or seven years learning a trade—these were the causes responsible for America not being efficient in the truest sense of the term was the view of this competent observer.

Another distinguished American printer has said recently that he is convinced that Germany is making headway more rapidly in printing than either Britain or America. I make these statements at the outset to correct any impression given by the title to this paper that America is the last word in efficiency. But we can learn a great deal from America. They are constantly enquiring—changing machines, altering methods, adopting some new scheme or other—receptive to new ideas. We can learn from them in this respect. The American employer is ready to consider a suggestion for the improvement of his works, organisation or equipment from whatever source it may come. There is a fresh and friendly relationship between the workers and management that makes for efficiency. The American printer has realised the important part trade organisation plays in the world to-day. He is a good team worker, and realises that the days of isolation in trade are few, and that you gain more by discussing your trade problems with your fellows than you lose. He has learnt the value of close attention to the help which accountancy, and particularly cost accountancy can give him. Whilst there is reality in the Americans' view that success in business is only attained by successful service, yet he does believe that good service should be adequately paid for. This compels him to be efficient in costing and estimating, so that his ethical sense shall not be offended that he is not charging properly for the service rendered to the community.

The American printer believes in an efficient office staff, in pleasant waiting rooms for customers and travellers. Specimens of the latest work are exhibited, *not* ancient examples of past ages. If a customer wishes to see something of the same kind, specimens can be produced forthwith nicely collated. There is an alert individual in the front office, able to answer enquiries intelligently, and this is regarded as essential to efficiency in the States. The Government encourages the manufacturers and traders to be efficient. The department corresponding with our Board of Trade is keenly interested in standardisation and simplification. They have induced manufacturers to reduce the number of styles and patterns made, and by concentrating on fewer lines, reduce their costs and improve their profits. We have done a great deal with standardisation of paper. America is showing us the way to standardise colours of our inks—the trade is helped by the Bureau of Standards.

We may have to rely on our own efforts, but profit, I hope, by the pioneer work of America. Efficiency in salesmanship is the present great aim of American printers. Methods of production are being improved. Statistics are collected and tabulated, and these guide printers in the selection of machines and processes. But it is quite as important to train salesmen to show initiative and enterprise and to sell the products of the presses properly. The pooling of ideas is invaluable here, and the publication of selling schemes and advertising campaigns has been a special feature of the Typotheta this year. Now they are organising a correspondence course in salesmanship and having special meetings of salesmen to discuss their particular problems. Then the American printer, whilst ready to extend his business, is anxious to protect himself from bad debts and doubtful customers. He is willing to give his organisation information, he accepts advice on such matters, he allows his organisation to collect his old outstanding accounts. There is no mystery about the efficiency of the American printer. He will tell you how he does things, and why he does them that way. You cannot fail to learn something by a visit to America, and I only hope that one of the results of my trip last year will be that next year many British printers will make up their minds to go and learn for themselves what America can teach us about efficiency.

*Read at Hastings Conference of Home Counties Alliance.

Reviews

"*New Lights o' London.*" Written and illustrated by Donald Maxwell. London: Herbert Jenkins. Royal 8vo. 21s.

THIS publication from cover to cover is printed by the photo-offset process, including the text. The illustrations are both in monochrome and in colour. The work is a striking example of the progress that has been made in a year or two by Messrs. Suttley & Silverlock, Ltd., one of our oldest commercial printing houses, in the most modern printing process.

The colour plates represent modern photo-offset reproduction at its best. The artist has covered a wide range of treatment in the originals, but his most successful efforts are in his pastel-like skies, wet streets, and shimmering street lights. These qualities in the originals are interpreted in the reproductions with remarkable success, and we do not think that any other printing process could render them with equal fidelity. Among the text pages there are slight pencil sketches, which retain their delicacy on the rough paper and look extremely well against the solidity of the type.

It seems perhaps a pity that the book could not have been made a quarto, and thus taken its rightful place among the picture books of the year. We hope to see further examples of this, the latest development in Messrs. Suttley & Silverlock's use of the photo-offset process. The story of London is never old, and Mr. Maxwell has discovered many out-of-the-way corners which make the book a really interesting one to the London printer, quite apart from its technical value.

The Sesqui Centennial Number of The American Printer. July, 1926.

OUR contemporary has in recent years published several special issues, and each one has been representative of the best in the American printing world of to-day. The editor, Mr. Gress, has on the present occasion undertaken the gigantic task of producing a number which should tell the story of America's development. To this end he has ob-

tained the willing help of artists, illustrators, designers, typographers, engravers, printers and lithographers, and under his guidance a wonderful record has been put together which covers the historical, printing and commercial aspects of America's growth. This is a proud achievement for an American printing journal, and we send all concerned our congratulations.

"*Manchester's Civic Week Souvenir.* A striking piece of advertising.

WE have received from Messrs. Jesse Broad & Co., Ltd., Manchester, an admirable little history of Manchester, "from Roman Camp to Foremost City." The story is well told, and is illustrated by a number of woodcuts in the possession of the company, which were engraved in the early 'forties. The cover is bold and rich in colouring, representing the Manchester arms emblazoned on an azure ground. There is a single page at the end to tell people that Jesse Broad's print well, and inviting business. This souvenir is an excellent example of what a progressive printing house can do to make itself and its work more widely known. The Civic Week was seized as an opportunity to put into the hands of customers an interesting brochure which will be preserved and continually remind those who read it of Messrs. Jesse Broad's capacity to use to advantage an opportunity for advertising.

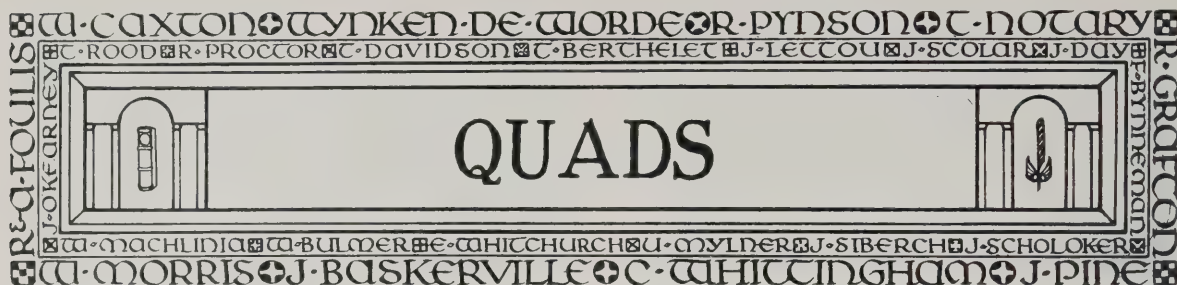
Commercial Art.

IN the October issue, *Commercial Art* continues to exert the same right influence on the growth of good advertising that was promised in the first number under its new management. Mr. R. P. Gossop deals with "Holiday Posters." An article on "Machine Production," by Gerald Reitlinger, deals with modern architecture and engineering, and illustrates the idea that such things as ships and bridges and ferro-concrete buildings express their purpose, and are therefore beautiful so long as the constructional features are not obscured by so-called ornament. There is also an article on "The Cloister Press" by Horace Taylor.

Printers' Medical Aid Association

AT the eighteenth annual meeting of the above, held at the L.S.C. offices, St. Bride Street, Mr. T. E. Naylor, J.P., M.P., kindly presided in place of Mr. C. W. Bowerman, M.P., and within the space of thirty minutes he disposed of the minutes, report and balance sheet, election of officers, subsequent reports, and had replied to a vote of thanks for presiding. He expressed the wish that all meetings could be finished up so easily, and particularised the fact that the lack of criticism was undoubtedly due to the exceedingly satisfactory manner in which the officials conducted the affairs of the organisation which was now perhaps the most useful society of the printing industry. The work of the year showed that the receipts totalled £10,316 and the expenditure £10,750, and that during the year the membership had reached 47,000. Over 21,000 letters were issued during the year, showing an average of 412 letters per

week. Mr. Arthur O'Connor was unanimously re-elected secretary, Mr. George A. Isaacs treasurer. The whole of the committee were re-elected, with the addition of Mr. A. Reeves, of St. Clement's Press, and Mr. Edgell (Evening Standard, machine) was elected to serve as auditor with Mr. H. E. Deauvall (W. H. Smith and Son). Passing reference was made to the demise of Mr. W. Vandy, and the meeting stood for a brief period in silence. The secretary was instructed to convey to Mr. Bowerman the hearty good wishes of the meeting and the sincere hope that he would soon be amongst them again. Satisfactory reports were given as to the success of the P.M.A. Convalescent Home at Hastings, and satisfaction was also expressed at the fact that no waiting for vacancies had arisen this year so far as adults were concerned. Altogether a most satisfactory meeting.



WE hear a good deal about birth control. There has been rather too much control of birth of new ideas in print.

JUST over two hundred years ago the Scotsman Ged's "barmy noddle" gave birth to a new idea for solid printing formes; or, as it came to be called, stereotyping, from stereos, a Greek word meaning solid. Circumstances seemed to "control" poor old Ged's notional offspring. He could not rear it satisfactorily. It died, and was absolutely lost to the world for many years, until it came to birth again, this time through the "barmy noddle" of Foulis, of Glasgow.

In general, the printing world was through a century or two unproductive of new ideas. This was partly because of the Star Committee, which restricted its liberties and its operations and, of course, depressed the hopes and energies and fertility of mind of printers. Like depression was created also by Queen Anne and her Ministers, with their unspeakably stupid and iniquitous taxes on paper, and on print, and on advertising.

YET with all this properly taken into account, it is still amazing that printing, after its start somewhere about 1450 A.D., should have scarcely made any progress for 350 years. It recalls old Sam Johnson. "Sherry is dull, sir," he said; "naturally dull; but it must have taken him a great deal of pains to become what we now see. . . . Such an excess of stupidity, sir, is not in nature." The Star Chamber and Queen Anne are not quite sufficient explanations of the dull wits of printing grandfathers.

HOWEVER, printing has waked up. Gladstone got rid of the last tax on knowledge. Patent laws, too, have been improved. Copyright law has changed. Education is extended. We are getting on; and now a paper can print in London a half-tone picture received through wireless telegraphy of a Dempsey-Tunney fight and issue it in the streets a very few hours after the fight has finished.

AGAIN, a photographic plate loaded with tiny potato starch grains dyed red, or green, or violet, can be put in a camera, and after that one exposure we have the means of reproducing whatever it has stared at: a multi-coloured carpet, or picture, or Epping Forest in autumn—we can reproduce the subject in its natural colours.

THE latest new birth is Pantone.

PANTONE seems very well worth your careful attention. Despite first impressions which might indicate that it is chiefly of interest to the large printer, I have to say that I see no reason why Pantone should not be a new and important agent

at the service of the quite small printer, and without his being called upon to invest an extra five shillings in plant or material, save in the actual Pantone block and an accessory.

AND the accessory is nothing but a chalk powder into which a certain amount of mercury has been worked.

THE benefits to the small printer should include his power to please his customer with a finer-screened halftone than has before been ordinarily practicable; and with that halftone impressed upon a great variety of surfaces. Common papers if he chooses, or calendered, or super-calendered, or antiques, or chromos, or cloths of various kinds, or even flannelettes if a freakish printing may be suggested for a moment. I have seen a striking Pantone halftone print on flannelette.

WEAR and tear seem to be almost negligible, the printing points being hard beyond any previous experience.

Now, does not that suggest that Pantone is at any rate seriously worth your attention? We are agreed on that, are not we? Then I will go on. You will understand that I have no sort of interest in its development; no interest but to try to state the position, the facts, as so far I see them.

PANTONE is not to be in any way confounded with Wharf Litho. I would impress this at first because a good many will remember seeing, or will remember being told about, the demonstration that was held at Plough Court, Fetter Lane, hard by Mr. Harvey Dalziel's, in 1905. Wharf Litho was the name given to a method of letterpress printing in a lithographic manner; that is, by the inter-repulsion of chemical agents, just as in litho you base upon the inter-repulsion of grease and water, operating with an agent, stone or specially surfaced metal plate, peculiarly sympathetic with both grease and water.

I ATTENDED the demonstration in 1905, and wrote a good deal about it. I think Mr. Hillyard was credited with the invention, and I rather think he personally superintended the printing. A head of Tennyson, four up, if I remember rightly, was printed in colours. There was absolutely no water employed, though the printing was planographic. The inks, as I understood, were doctored, and presumably the image-bearing surface was treated in the same way. Whether that was lithographic stone or a metal, at this time I confess I forget. Anyhow, I need not dwell upon it, for the only point in common with Pantone, so far as I know, is that inter-repulsion of planographic surfaces without the use of water.

I was always under the impression that Wharf Litho went out of craft operations rather because of misfortunes in the business handling of the process than through any chemical or other technical defect. I remember nothing which gives me cause to think that it failed as a process. Yet it disappeared.

Now, after long, patient, unrelenting, indomitable, quite splendid persistence, Mr. Roland Trist, long well known as a consulting engineer and scientist, of 56, Victoria Street, Westminster, has produced Pantone. Or rather, two men have produced it. He has worked with the doubtless invaluable co-operation of Mr. Arthur Symmons, of the Sun Engraving Company. As able a plate-maker, I judge, as the craft has ever seen.

On October 13 Mr. Symmons gave a demonstration of Pantone which fairly took the breath of a company of printers foregathered in Stationers' Hall, to hear Mr. A. E. Goodwin give an address on quite a distinct subject. Mr. Goodwin had had the happy thought that very afternoon to prevail on Mr. Symmons to come up and provide a second item of interest for the evening, namely, the demonstration of Pantone. It was its hasty introduction to the craft.

I HAVE had the opportunity of a chat with Mr. Roland Trist in his office, and I have gone down specially to the Sun Engraving Works, where Mr. Symmons obligingly answered many questions, and gave me a demonstration of the printing of Pantone, having a job taken off a Kelly press and a block put on, and pulls made straightaway. Make-ready, as printers know the term, is neither necessary nor possible with Pantone.

In the making of Pantone you begin, not with copper, but with a sheet of common metal—economy No. 1. A bit of, say, iron can be thinly coated with copper. The photographer's average sheet of copper, size somewhere about 22 in. by 28 in., costs, one year with another, I suppose, somewhere about one pound a sheet.

For Pantone the iron sheet receives a thin copper deposition, and upon this is next deposited, also by electrolysis, a coating of, say, two ten-thousandths of an inch of chromium.

It was found a year or two ago that chromium could be electrolytically deposited, with use of a very large amperage, about 1,000 to a square foot. I gather (though I go delicately here) that this discovery made Pantone (as now put before us) a possible thing.

The next stage is the printing of a halftone subject upon this chromium, just as in ordinary halftone practice an image is engraved through a halftone screen, on to copper or zinc. Next, the plate is etched in a weak solution of hydrochloric acid and glucose, similarly to the practice adopted in offset litho work.

The experimenters took careful note of the time occupied in eating away the chromium parts which had not been acted upon by light. As I understand, the time occupied in thus taking away what has to be removed in order to leave a good printing surface, is the measure determining the extent of the next process. That next process is the filling in by silver, preferably through a cyanide of silver

treatment, of spaces between the chromium dots. Anyhow, the filling in is by silver, and some drops of mercury are rubbed over the plate.

WHAT we have now got is a planographic plate. To all appearance it is absolutely level. Perhaps it is quite level mathematically. But I understand that it is not of very great importance in the out-working that it should be precisely level.

LET me say at once that, whether its level is a mathematical exactitude or not, it is so level that no electro or stereo can be made from it that would be of any use in printing. That is, of course, one nigger in the pile—that fact that you cannot thus duplicate the Pantone plate. It would appear, then, that if it is to be an effective challenger of present methods, it must have some qualities surpassing those of any engraved plates with which we are at present familiar. For the loss of the power to electro or stereo is surely a great loss.

THE Pantone plate being engraved can be printed with a mercury-affected ink upon all kinds of paper or textile stock. Indeed it is not yet quite known what it can do. Its potencies seem to be very many and very great. These are early days. Mr. Symmons, who is a bit of a humorist as well as a fine technician and scientist, impresses that we are dealing with a baby in this process. "It is not out of long clothes yet; it has never worn socks," he said to me.

QUITE possibly there are those in the craft who are prepared to "give it socks."

ANYHOW, there has been yet no great amount of testing as to what it can do in long runs. One plate, I understand, has been subjected to varying runs day after day through about ten weeks in a daily paper office, and that plate seems to be nearly as good as ever.

CHROMIUM is, I understand, five times as hard as steel, and mercury is the finest lubricant known to the world. Mercury is the all-important agent in this process. The ink which is to be used in the process receives an admixture of mercury in emulsion to the extent of about 2 to 2½ per cent. of the ink. This small amount is quite enough to determine that the ink will be repelled absolutely from all the points on which the silver nitrate found lodgment when the plate was placed in a silver solution.

WHAT you have then is this: The silver is preventing the mercuried ink from "attacking" where it is not wanted, and the mercury is also acting in every impression as a lubricant—about the best lubricant known to the world.

No heat is developed. One need not be much of a scientist to know that the vapour of mercury is a thing to be avoided as a poison.

WHAT with this mercury lubrication, the wear and tear are so slight that really the plate seems as if it would last for ever. After a time there can be a running off awhile even without the mercury admixture. I may be getting out of depth here, but I understand that this is because there is really not simply a lubricating with mercury, but actually a growth of mercury deposit, having the effect of changing the character of the plate to being slightly intaglio.

THIS point must not be over-laboured. It is not in any sense a part of the claim that you can work without mercury, but in point of fact it seems possible now and again for a short spell.

MR. RONALD TRIST showed me the method by which he proposed that plates thus made should be put down and held absolutely rigid in position on a metal mount by dint of magnetic clutch. He also showed how the shifting of a plate for better register could be made slowly; or more quickly. That is, it could be made with slight resistance, the better enabling you to position the plate exactly, or with no resistance so that you could push it about like a biscuit.

So much this month to try to help to the understanding of the process.

I SEE that the Coalville (Leicestershire) Urban Council report that they have saved £550 a year through employing an expert to go into their income tax matters.

ONE would have thought that a local authority's correct income tax assessment (on council enterprises or anything else) would have been easy enough to ascertain. To be sure, some small authorities have rather intimate working relations with other local authorities; some, indeed, are like conduit pipes collecting certain moneys from ratepayers which they have to hand over to others for them to spend. Again, sometimes we find two local government authorities joining in running one institution, such as a sanatorium. Possibly in such connections, or in various other ways, I can imagine that income tax puzzlements may arise.

ONE of the oddest things I have heard, touching income tax, I heard this month—I think from Mr. Goodwin himself. In the north an income tax inspector is taking the line that the fee charged for an independent plant valuation is a capital outlay, to be added to the outlay on the plant itself, and is not therefore proper to be deducted from profits before fixing the amount on which income tax should be paid.

Now the printer could if he chose employ his manager or anyone else on his staff to compile his inventory and make a valuation of his plant. This is rarely done for the obvious reasons that the manager would probably not know just what to include, nor just what standard to apply, nor how to resolve certain debatable points; and also it is rarely done because a valuation which is not disinterested seems hardly worth making; it would not be so acceptable, so convincing, to a fire office as a disinterested appraisal. But it could, of course, be made, and the expense of making it would certainly be part of the year's expenses proper to deduct before reckoning what profit was made.

QUITE possibly it would cost more than the valuer's fee; for it would be quite useless to put any but a very responsible, a very well-informed, man on to the task; and he would be slow, for he would be handicapped by lack of the special experience; and he would almost certainly have to do a bit now and a bit again while attending to other

things in between. Picking up and dropping a job is always an expensive way of working.

IN the same way a printer could employ his manager or secretary or some other servant to make out his annual statement of accounts. The result would not be as good as having a disinterested accountant's certificate. The income tax surveyors would, of course, allow the cost of the home-made balance sheet, and just as readily they always allow the charges of the independent accountant, before making determination of the profit balance.

PERHAPS the inspector is led to treat the valuation charges differently from the accountant charges, because the accountant reports annually, and the valuer less often. But the most wide-awake firms do obtain a report on plant values yearly—not a laborious annually re-itemised inventory, but a sufficient revision to reflect what has been happening under the printer's roof, and what has been happening in the supply markets. In default of this, they may be over-insuring or under-insuring. And again in default of this, they may even miss some little help which otherwise they could get towards income tax allowance. That last is too large a subject for treatment here and now.

FINALLY—the charge *is* allowed. It is common sense that it should be; and it *is* allowed. I have once or twice in twenty years heard of the question being raised, but the disputation never lasted long.

A REFUSAL to recognise this cost as part of the whole ordinary costs of the business not only conflicts with the common sense, with the actualities, of the position; it conflicts also with thoroughly established usage all over the kingdom.

THE long experienced Secretary of the Valuers' Institute (the Auctioneers' and Estate Agents' Institute), in Lincoln's Inn Fields, before whose Council such an objection would naturally have been brought, tells me that never once has such a demurrer by an income tax inspector been brought to his knowledge. And there are over 5,000 valuers in this organisation.

ANOTHER point is that without frequent plant value revision costing cannot reach the maximum of accuracy.

THE Secretary of the Inland Revenue at Somerset House might be asked for a ruling in this matter. If he were, I think the request should be accompanied by a statement as to the practically universal usage in the craft; and a brief argumentation as much more forcible as maybe than what I have set forth.

It is, I think, practically certain that he would not support the line taken by the northern inspector.

SHOULD any such application for a ruling be made, it should be made, I think, by the Master Printers' Federation.

FRANK COLEBROOK.

CAXTON • TYNKEN • DE • MORDEOR • PYNSON • C • NOTARY
 C • ROOD • R • PROCCOR • C • DAVIDSON • C • BERTHELET • J • LECCOU • J • SCOLAR • J • DAY
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 C • MORRIS • J • BASKERVILLE • C • WHITTINGHAM • J • PINE

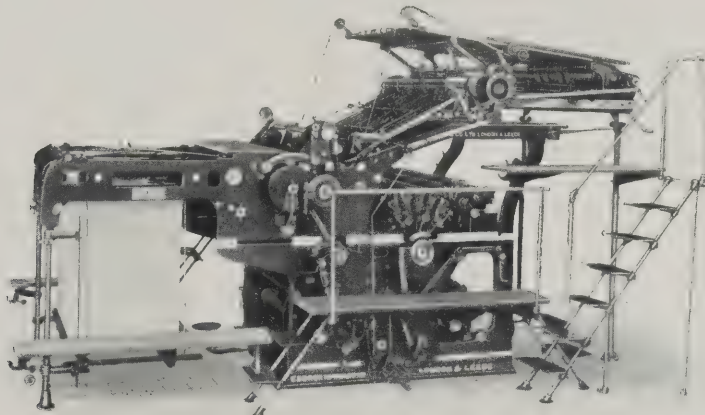
PRINTING PLANT

A 30% to 50% Speed-up On Mann Offsets

To the many who are interested in the rapid advance which offset printing is making amongst the Graphic Arts, the latest type machines of Messrs. George Mann & Co., Ltd., of Henry Street, Gray's Inn Road, London, W.C.1, must make an immediate appeal. This firm, who have specialised in the manufacture of offset machinery, are too well known to need any introduction; indeed, their products are to be found in printing shops all over the world. And so when they announce an improvement or make a claim for their machines, we know it will be substantiated, and not turn out an idle boast.

means the whole feed motion becomes smooth and noiseless; there is no shock when the grippers open to receive each sheet, and so unfailing dead register is guaranteed at all speeds.

Improvements have been made to the damping, inking and pile delivery units, which, together with a new truly automatic trip, render the machines more efficient in practice, and also more easy to operate. Another new feature concerns the method of fixing the rubber blanket. Instead of clamping at one end only, as was formerly the case, the tension is now applied from both ends by the ratchet principle, thereby securing an even stretching of the blanket over the entire surface of the



THE LATEST MANN PATENT "STANDARD" SINGLE-COLOUR ROTARY OFFSET.

This time the claim is for an increased speed on all their two-colour and perfecting and "Standard" single-colour offsets; and the improvements have all been made to attain that end, without in any way sacrificing the advantages of their earlier machines—the Mann patented method of only three main cylinders, independent damping units to each plate, printed side upwards, pile delivery, and exceptional ease of operation. So well have they succeeded that an increase of from 30 to 50 per cent. has been obtained; that is to say, that a practical continuous speed for a quad-crown or quad-demy two-colour and perfecting machine is about 3,200 per hour. A very fine achievement indeed, especially if one considers that it is done when running on high-class work in perfect register.

The increase in speed has been obtained chiefly through a reduction in the size of the cylinders, and by the substitution of a swing feed mechanism, which is a swinging gripper arm travelling at cylinder speed, in the place of the turnover gripper and moving feed-board. It is said that by this

cylinder. These machines can be supplied with or without pile hoist and automatic feeder.

"H.T.B." Semi-Automatic Feeder

THE semi-automatic feeder of H.T.B., Ltd., is specially designed to suit the requirements of the printers whose delicate colour work did not permit the use of a full automatic feeder, but at the same time demanded a degree of accuracy in register beyond the capability of the ordinary hand feeder to maintain at high speeds. The arrangement is so simple that it is equally adaptable, easy to work, and economic to run for short runs of 1,000 up to very long runs. The separation of sheets is done by hand, so that the machine-minder has none of the separation trouble often associated with full automatic feeders. The layer-on feeds from a deep pile, and need only feed to rough register, similar to feeding a folding machine, and the feeder lays the sheet to register. This makes it possible for the layer-on to feed the most accurate and delicate colour work at the highest speed of the press. The

speed with the semi-automatic feeder is consistently high, because all jobs of 1,000 upwards are fed by it, whereas with a full automatic feeder jobs of about 1,000 have to be fed by hand and the press speed must therefore be dropped.

The machine is so constructed in its timing that when the press is running at, say, 2,500 impressions an hour it looks as if the layer-on is only working at about 1,500. Also, as the layer-on is only feeding to rough register, constant tripping is eliminated. If the layer-on does miss a sheet, the feeder automatically trips. Feeding from a pile, without mechanical separation troubles, yet with assured accuracy of register, the machine-minder is able to keep his colour regular and even with an ease hitherto unobtainable. This continuity of running automatically gives an increase of 15 to 20 per cent. in output, even without increasing the speed of the press. After this feeder has been attached, it has been found that the press speed could be increased without in any way sacrificing the quality of the work, so giving extra increase in output in proportion to the increased speed. The waste due to handling on multi-colour jobs is practically eliminated. The feeder is made to take the standard transporter boards in use in your factory, and the work is not handled from the time it leaves the delivery to the time it is fed again by the layer-on. Sheets for testing register can be put through again at any time without stopping the press or the feeder, and waste for running off colour can be put through after any stop.

When working stock that has a heavy buckle due to the reams being folded, this buckle is smoothed out before the sheet is registered by a simple arrangement of the feeder. Interleaved work can be put through the semi-automatic feeder.

In fact, it is quicker and easier than the ordinary way. The machine is so simple that the change-over time from one job to another is practically negligible, and any stock from tissue to card is worked with equal facility. Even cigarette paper has been fed with ease. When working colour work on the semi-automatic feeder, well-seasoned paper is kept, as it should be kept, in a stack, and not partly fanned out. When stopping for the night it is only necessary to cover the top of the pile in the feeder with a little waste. This waste is then ready for use in the morning, and is run through first.

Messrs. H.T.B. have since January, 1925, installed something like eighty feeders, and have received several repeat orders.

New Type Faces

MESSRS. H. W. CASLON & CO., LTD., are advertising the "Gayton" series of type this month. This is a distinctive face, and offers possibilities for increased efficiency in display and advertising matter. The full series from 6-pt. to 48-pt. will soon be available. This design is worthy of the attention of all interested in first-class typography.

We illustrate a line from a new face being placed on the market by Messrs. Soldans, Ltd., called the "Luminous." This is another inline letter like

CLEAR

the Phosphor, and is sold in small founts from 10-pt. to 72-pt. It promises to be a useful addition for display work.

Process of Making Newsprint from Old Newspapers

A NEW process for the salvaging of old papers and their subsequent re-use as newsprint is reported by the Forest Products Laboratory of the United States Forest Service, which has developed the method after a long series of experiments. The salvaging method involves the chemical extraction of ink from the old newspaper, quantities of which are collected in wholesale lots, and the use of the resultant pulp in the manufacture of new paper. The chemical employed in the ink extraction process is bentonite, a colloidal clay found in Wyoming.

The old newspaper, formerly regarded as having little or no value except for wrapping parcels, will attain distinction as an article of commerce as a result of the laboratory's new process, it is predicted, and has already been introduced in commercial practice. The conversion of old newspapers

into usable newsprint is one of several interesting accomplishments of the Forest Products Laboratory in the investigation of wood pulp. Already tests have been conducted to determine the suitability of 50 species of American woods for the production of chemical pulp, and of 25 species for the production of mechanical pulp.

The laboratory established the wrapping-paper industry in the South by making use of the southern yellow pine. Experiments are also in progress, which, if successful, will make possible the use of short-leaf southern pines in mixture with hardwoods in the manufacture of book paper. These and experiments to follow, all in the interest of forest conservation, are expected soon to effect an annual saving of 16,000,000 dollars, a loss now taken by the decay of pulp wood and wood pulp while in storage.

Obituary

MR. T. MASKEW MILLER.—It is with very great regret that we have to record the receipt of a cablegram advising the death of Mr. Maskew Miller, of Cape Town, as the result of heart trouble. Mr. Miller was one of the best known and most highly esteemed men in South Africa, and had built up a great business as an educational publisher, bookseller, printer and stationer. His stock of books ran into many thousands of pounds, and his reputation as an enterprising and far-seeing man was not only known throughout the Union of South Africa and Rhodesia, but also on this side of the water. His

genial and kindly disposition, combined with his strict integrity and businesslike qualities, won for him many friends throughout Great Britain, and his hospitality and cordial welcome which was always extended to visitors to South Africa from the old country were proverbial. Although as a printer Mr. Maskew Miller would not be considered in a big way, he had a nicely equipped works, with a creditable monotype installation. He was one of those who knew how to win the affectionate regard of all his workers, to whom his decease will be a great blow. We extend to Mrs. Maskew Miller, her family and all the employees our heartfelt sympathy and condolence.

The Caxton Magazine

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GOUDY HANDTOOLED

10 Point
MEN GRADUATE
Students from many
states complete their

12 Point
INDEPENDENT
Remote little isles
given opportunity

14 Point
BURLESQUE
European light
opera with fine

18 Point
THE ATF!
Shortt & Co
supply this.

24 Point
HOCKEY
Ice skating

30 Point
RECIPE
Nymphs
36 Point
Ensure

42 Point
Herds Epoch

72 Point
Dial

60 Point
Sight

48 Point
Epoch

GOUDY HANDTOOLED ITALIC

72 Point
Bird

60 Point
Eight

48 Point
Judges

24 Point
GNOMES
Responded

30 Point
FROND
Naughty
36 Point
Norton

42 Point
Spirits

10 Point
HUNTING HORSE
Southern equestrians
display unusual skill

12 Point
SUBSCRIPTION
Notable magazine
increasing number

14 Point
MODERNIZE
Improved ways
of manufacture

18 Point
THE ATF!
Shortt & Co
supply this.

Sole Agents for The American Type Founders Company
C. W. SHORTT & CO. LTD.,
8 FULWOOD PLACE, HIGH HOLBORN, LONDON, W.C.1.

THE CAXTON MAGAZINE

A PROGRESSIVE ORGAN
OF THE GRAPHIC ARTS

Edited by A. E. OWEN-JONES

The House of Bemrose

Centenary Celebrations at Derby

A HUNDRED years ago a young printer from Gainsborough—William Bemrose—established the business in Derby which has become famous throughout the world. The story of the progress of the firm, and the unique fact that it has absorbed a whole family for four successive generations, is unfolded in some of the speeches which follow, which were delivered during the celebrations at Derby.

Members of the house of Bemrose & Sons must have had a very happy time from November 8 to November 20, surrounded by friends from far and near. The culmination of the proceedings was a gathering of some 1,500 people in Derby Drill Hall on the Friday evening. All members of the staff and their wives were splendidly entertained, all members of the Bemrose family were present, and the festivities were kept going with great heartiness until 3 a.m.

Special attention is called to the speech of Brigadier-General Bemrose on this occasion, in which he outlines a splendidly generous scheme of pensions to mark the appreciation of the firm of the goodwill and co-operation which has characterised the relation between all sections of the workers and the firm.

LUNCHEON.

One of the most interesting functions held in connection with the celebration of the centenary of the House of Bemrose was a luncheon given at the Assembly Rooms, Derby, on November 10, 1926. On this occasion many friends from many parts of the country gathered together to offer their good wishes to the House. Those present included: The Mayor of Derby, the Bishop of Derby, Mr. A. L. Charles, J.P. (late Secretary of the Midland Railway Company), Mr. W. Moore (President of the Derby Chamber of Commerce), Mr. J. A. Stenbridge (President of the Federation of Master Printers of Great Britain), Mr. T. L. Bailey (The Connoisseur), Colonel A. N. Lee, D.S.O., Major Dudley Forman (Nottingham), Mr. A. E. Goodwin (Secretary of the Federation of Master Printers), Mr. A. E. Owen-Jones (Editor of THE CAXTON MAGAZINE), Mr. D. R. King (Birmingham), and a great host of customers and friends, together with the following members of the firm and interested companies: Brigadier-General W. Wright Bemrose, Dr. Bemrose, Mr. William Bemrose, Mr. Cheney Bemrose, Mr. Harry Cooke (Leeds), Mr. A. E. Natzio (Manchester), Mr. Eric Bemrose, Mr. Clive Bemrose, and Mr. Max Bemrose.

THE TOAST OF THE DAY.

The toast of "The House of Bemrose" was entrusted to Mr. Alexis L. Charles, J.P., and Mr. A. E. Owen-Jones.

In proposing it Mr. Charles said: I am indeed proud to-day that my old friend General Bemrose has invited me to propose the toast of the House of Bemrose. And I think it is because I can claim to have had acquaintance with his grandfather, William Bemrose, as late back as 1865, if the mere running to and fro from the offices of the Midland Railway Company to their works in Midland Place constitutes such a claim. Little, however, did I dream in those days that I should live to have, and to enjoy, the acquaintance of the founder, of his sons, his grandsons, and his great-grandsons. (Applause.) And this is one of the reasons, too, I think, why I am honoured on this auspicious occasion by partaking in performing this task. The spade work, however, of this duty is going to be done by Mr. Owen-Jones, the editor of one of the principal trade journals. The House of Bemrose! What an interesting scene! One hundred years ago to-day a sprig of Bemrose was planted in this town, and has continued to grow and to prosper until to-day its branches, like the tentacles of an octopus, have embraced every branch of the trade, and is known throughout the length and breadth of this country for the excellence of its blooms—(applause)—the unique characteristics of which have not deteriorated or become impaired during this long period.

Now who is responsible for the planting and nourishing of this tree? In the first place there is Mr. William Bemrose, the founder of the House, grandfather of Dr. Arnold Bemrose and General Bemrose. He was a man who prided himself upon his ability to diagnose the worthiness of the men whom he employed, and who in return for their loyalty treated them more as brothers—an example which has been followed by every member of the House of Bemrose to this day. The men gave him their whole-hearted allegiance in order that they might protect and nourish this budding sapling. For he was a man worthy in every acceptance of the term. Honest, humble, and at the same time constant in everything which constitutes the true nobility of man. Now the care of this plant reverted to his two sons—Sir Henry and Mr. William Bemrose, father of our Chairman, General Bemrose. These were two men, I take it, every man in this room knew full well. Men of high reputation, distinction and position, and probably, and notwithstanding the fact of their divergence of opinions on many things except, of course, business, there was an affinity of nature which was based upon the worship of the same ideal, and that was to bring their daily task to the temple of contemplation and apply it there in order that they might dignify the meanest and lowliest of their tasks.

Now I come to a more delicate task. That is to deal with the living members—the cultivators of the soil in the vineyard—but in doing that I do not propose to deal personally except with the two seniors of the House, Dr. Arnold and General Bemrose, because for me to attempt to enumerate the merits of all the branches of the House would indeed take too long a time. I shall therefore, without any disrespect—and I am sure they will acquit me of discourtesy, if I use a pruning knife on the branches, and cut them down and make them into a bunch—a bouquet of Bemroses—(applause)—a combination of intelligence, zeal and loyalty. And these are the men who have to do a great deal of the work. These are the branches every twig of which is animated with the desire to maintain the reputation of their forefathers. I now come to Dr. Arnold Bemrose, and I must confess that I have not had such a close personal acquaintance with Arnold, for the reason that our interests, our duties and our pleasures have always taken us into somewhat different grooves. But I do know this, that the whole of his life—and he started as quite a young man in the works—has been devoted to the interests of the House of Bemrose, where he has worked long and indefatigably in order that he might maintain the reputation of the House. And notwithstanding the fact that he has had to devote so many hours to his duties with the firm, he has always found time to indulge in extraneous matters, the chief of which—when he is not trying to fathom the mysteries of the formation of the earth—is the elevation and the uplifting of humanity by means of education, on which, as we all know, he is a great authority, and in which duty he has upheld and followed the noble traditions of his revered father.

Now with regard to the Chairman, General Bemrose, the chairman of one of the firms which stands pre-eminently amongst the heterogeneous commercial industries of this town, the man of many parts and master of them all, the man of lucidity of thought, critical investigation, and inventive resource, the man of action and energy, who knows nothing about vacillation or procrastination, for no sooner has he got the cartridge in the barrel than he expects the crack, and he expects and generally does find some result. He is a man of duty, and I have never known him put pleasure before duty. He is a man of order—and to organise one's life and to discipline one's habits with order, as you know, means the greatest good and well-being to man, and these are the attributes that General Bemrose brings into every committee room and every board room, and wherever he is known. And where is not he known? Why, he is known in the police courts! Ah, but there are no convictions there. He has a record, printed on the hearts of his colleagues, for conscientiousness, truth and mercy—all virtues which need no adjectives to emphasise their value.

I ask you to believe that the sentiments I have expressed are honest and sincere, borne of a lifelong acquaintance with the living and the dead. And to-day on your behalf and on my behalf I place our tokens of respect and esteem at the roots of the living tree—I nail it on the trunk of the tree, and hang it on the branches, in the hope that this house may continue to have prosperity rain upon it for many years to come. And when the time comes for Dr. Arnold Bemrose and General Bemrose to retire from their strenuous duties, I can only hope they will be spared many years to enjoy with their dear wives that comfort—

that rest and quietness—which they have so richly deserved, and which they have so loyally earned.

Mr. A. E. Owen-Jones, supporting the toast, said: To-day you, the House of Bemrose, are surrounded by a host of friends—clients, competitors, critics, and representative townsmen—all uniting to rejoice in your unique history and great achievements, and to wish for you an even greater future. It is a great thing in this changing world for any business to survive the vicissitudes of a century. But you have not merely survived; you have grown with the years, and kept pace with the remarkable evolution of the printing art, until to-day you enjoy the proud distinction of being known throughout the world as printers of outstanding merit. Yours is not an ordinary history. It is more like a romance. To begin with, it was the outcome of the heroism and sacrifice of an ordinary man and woman. The founder of this business was the son of a soldier. Yet a hundred and twenty-six years ago, when the common people of the land had no education, and the uncommon not very much, when children were sent out to labour almost as soon as they could walk, this man and his wife sent their boy to school and kept him there until he was fifteen! Even then their interest and devotion did not end, for they sacrificed the earning power of the lad, and apprenticed him for seven years to a printer. That boy justified his parents' hope and vindicated their sacrifice, for William Bemrose eventually came to Derby and established this wonderful business.

The second remarkable thing about this house is that it has always been a family vocation as much as a family business. Not only has son followed father, but *all* the sons have followed *all* the fathers. The business has become an imperative urge. It is not very extraordinary for some members of a family to carry on the business traditions for a century, but it must be almost unique for a business to absorb a whole family. The Bemrose commercial pedigree runs like this: A certain man founded a printing business. He had two sons—they carried on the printing business. These two sons had several sons, and they come into the printing business; these sons also had sons, and they are in the Bemrose business. To-day there are eight Bemroses engaged in administering this huge concern. That record is surely unique. This dedication of a family to the business and art of printing is more than historically interesting. It means that knowledge grows from more to more. There is surely a law of the conservation of knowledge. Men who have steadfastly kept pace with the astounding progress in the art of printing, and have been able to equip themselves with all the advantages of a scientific and technical education, are sure to be found in the front rank of the world's printers. It cannot be for nothing that four generations of Bemroses have given their ability and devotion to this business.

The third and last thing I have time to say about the House of Bemrose is this: Despite the demands which a constantly expanding business and a quickly evolving craft have made upon this family, there has never been a period when some one or more members of it have not devoted time and ability to civic and national service. The town and county of Derby were served in a very distinguished manner by Sir Henry Bemrose, who was Councillor, Alderman, Mayor, and Member of Parliament. His son, Dr. Bemrose, follows in his father's footsteps and has devoted great enthusiasm and ability to the public well-being. Brigadier-

General Bemrose, in addition to bearing the burden of the control of this business, carries a military title bestowed upon him for distinguished work in preparing this country for the greatest crisis through which it has ever passed. In addition to which every honour which his fellow craftsmen can bestow has already been conferred upon him, and he holds a supreme place amongst the master printers of Great Britain and Ireland as a wise counsellor and a great conciliator.

And now, gentlemen, we drink your health, and wish you all good things. To-day, as you look back with pride on a century which has gone, and with as great confidence you look forward to that upon which you have entered, be sure of this: You are surrounded by a great host of friends, all of us sharing your hopes, and having faith in your ability to redeem the time which is before you, to add further lustre to your honoured name, and to adorn with grace and beauty every commission entrusted to your care.

GENERAL BEMROSE,

replying to the toast, said: This is a very great occasion for us. Nothing gives us more pleasure at this particular moment than to be surrounded as we are by so many well-wishers and good friends. Now it is my pleasant duty on behalf of my co-directors and myself—and I should like to explain that amongst those co-directors we have with us to-day Mr. Harry Cooke, chairman of Alf Cooke, Ltd., of Leeds, and Mr. Natzio, chairman of Norbury, Natzio, of Manchester (these two firms, as I believe most of you know, are associated with our House under the name of Universal Printers)—on behalf of my co-directors and myself I am going to attempt—I feel it will only be an attempt on my part—to respond adequately to the proposer, my old friend, Mr. Charles, and the seconder, my other friend, Mr. Owen-Jones, for the very feeling and kindly remarks they have made. I cannot attempt to follow them in all they have said, but believe me it has appealed to me, and, I am sure, to my co-directors, to hear them speak as they have of our grandfather, fathers, and present generation. Gentlemen, they have said everything they could think of that was kind and encouraging in relation to our House. If I were to speak for a considerable time I could not fully convey to you our appreciation and thanks to these two gentlemen for what they have said. May I at the same time thank all you gentlemen for coming here to-day? Some of you have come, in spite of immense difficulties, to associate yourselves with us on this great occasion. I can tell you we appreciate it very much, and we shall never forget it.

I have some little difficulty in responding to this toast. You see, I have not been associated with many centenaries before, and I have no precedent to follow. But there are certain things which perhaps I may be permitted to allude to. In all modesty, the first is that we have scored a century, and are still in and batting strongly. It is not only a record of a century in time, but it is a record of a hundred years of endurance and application, and I think you will realise that it could not have come about had we Bemroses not been blessed with good health and strength. We have been so blessed, and we thank God for it. This endurance, of which I have spoken, is not peculiar to the members of the family only. We have serving with us no less than ten families each of which has served through three consecutive generations. And we have, I am proud to say it, a splendid record of individual service. We have had no less than

twenty-seven men and one woman who have put up a score of over half-a-century, the longest innings being sixty-four years. (Applause.) It is very much on account of this splendid team work that we are still in and batting to-day.

May I for a moment refer to the early days of the Bemroses? My cousin Henry is preparing a very interesting record of our House as a business family, and in that record he takes us back to one Thomas Bemrose, of Fillingham, in Lincs. He lived in the days of Henry VIII., and in his will he left his son on his wedding day "one turned bed, one matres, a paire of sheets, a pillow and a bolster." (Laughter.) His son Henry left to his little ones twelve pence each. It may seem to you rather remarkable that men in that walk of life should have left wills at all, but so it was. Again, we find in 1662, another William Bemrose left one ewe lamb between two sons. That seems a very unfortunate position for the lamb. (Laughter.) And to another son he left his "best chair, his scythe, shaft and sickel, and a pair of sheets"; and to his daughter "one bedstead that was her mother's."

To come to the century in which we are more particularly interested, the significance of the term century must surely depend on its application. If you apply it to the formation of the earth, for instance, it will be of very little moment, but if it is applied to a private business, conducted by one family, then I think you will agree it becomes a very considerable period. (Applause.) During this particular period enormous advances have been made in science, art, in fact in every walk of life, but I think we printers can claim, as Mr. Owen-Jones has suggested, that we have kept pace with the times. You have only to visualise the small printing office such as my grandfather had one hundred years ago, comprising one or two small hand-presses, a few faces of type and a few tools for binding, when everything was done by hand, and compare it with what we can show you to-day. I think possibly your minds will be taken back more readily to that period if I remind you that in those days railways were only just starting. There was no railway in Derby until thirteen years later—1839. Let me tell you one small incident regarding travel in those days. In 1815, shortly before the period we are speaking of, our grandfather was serving as a journeyman at Mr. Mozley's at Gainsborough. He had already completed his apprenticeship. Mr. Mozley seems to have come to the conclusion that Gainsborough was off the map, and to look upon Derby as the centre of commerce. He decided to move his printing works to Derby, and he did so; including his stock, his workers and their wives and families, comprising over one hundred, and they came by canal! William Bemrose and another journeyman were asked to come from Gainsborough to Derby by land. Thus we see the arrival of William Bemrose in Derby. Eleven years afterwards he started this business whose hundredth birthday we are keeping to-day.

I should like to suggest that anything that may be said in appreciation of William Bemrose should also include the name of his wife, for we know she helped him very considerably in those early days, and I should like to have it put on record that we have not forgotten it. Coming forward a few years, we reach the time when it was a proud thing for William Bemrose to be able to put on his imprint "printer by steam power." The success which has been referred to, and which I modestly claim we have scored, is due to several causes, and

we Bemroses do not claim it all. We know that a very large portion of it is due to the very excellent service, help, and co-operation which we have had, which each succeeding generation has received, from our workers. We have during all that time been on most excellent terms with them, and surely this is a fitting occasion for me to express the appreciation and thanks of the directors to those who have worked with us and those who are with us now. Another factor to success is the obtaining and retaining a goodly list of customers; this we have been fortunate in, and also in the pleasant relationships which have existed for so long. I must refer to our oldest customer, to-day known as the London Midland and Scottish Railway, which, in 1840, when my grandfather opened up business, was the North Midland Railway. We have kept that connection all these years—for 86 years they have been our customers—and have honoured us with their confidence and work. But they are only one of a large number of good friends with whom we have had business relations for long periods.

I remember hearing that a policeman's life is not a happy one. I am going to appeal to Dr. St. John, who looks after us all, to support me in the statement that a printer's life is a very worried one—for they live amidst printers' errors! But the term does not convey the same sting to-day that it used to do, for, as some of you will know, there are some occasions when an individual desires to shield himself, and we printers are too polite to insist. But we have many other worries, I can assure you. Among them are those caused by some of our best friends! There is the individual who will insist on having twice as much matter in the space as it will conveniently hold, and if he insists he gets it, and we have been heard to say on those occasions, "Oh, well, if he wants the thing upside down, let him have it, but do not put our imprint on it!" (Laughter.) Then you have the other gentleman who wishes to make an announcement in an old-style manner, and he again wants his own way against our practical advice, and we are often much troubled in advising him as to the best ways and means of doing it. But he generally gets his own way and he pays—or we endeavour to persuade him to pay. (Laughter.)

I want to tell you a short story showing the absurdity of a redundancy of words. A fishmonger had a shop, beautifully set up with everything of the latest, which told its own story, but the fishmonger thought not, so he put up a notice, "Fresh Fish Sold Here." Shortly afterwards a customer came and told him that the word "here" in the notice was superfluous, where else would you sell it? So he had the word "here" taken out. The next customer who happened to see the notice asked why he had "Fresh Fish Sold" up in his shop; did they think he gave it away? So he took out the word "sold." A lady was the next to come in, and demanded to know why he had a notice of "Fresh Fish"; of course it was fresh, wasn't it? She would never come again if she thought not. Finally, the one word "Fish" remained. A friend who happened to be passing said, "Why, John, it's unnecessary to have such a notice up. I could smell it when I entered the street." (Laughter.) Moral—in the question of "copy," be guided by your printers.

Now, gentlemen, I wish to assure you that, in spite of these troubles and all these worries, and our advancing age, we are nevertheless ready and

shall be pleased to face more of these worries, if, by so doing, we can render you further service. We, like many printers, do not expect very much, and sometimes we get nothing, but, believe me, the immense pleasure of serving such a lot of good friends more than recompenses us. (Applause.)

APPRECIATIONS.

Other toasts were offered and heartily responded to, but quite naturally most of the speeches centred round the Bemrose history and tradition, and the following are some of the appreciations and congratulations offered during the proceedings:—

MR. J. STEMBRIDGE

(President of the Federation of Master Printers).

There is no greater ornament of the printing craft to-day than Brigadier-General Bemrose. In the realm of good printing which developed the pride of craftsmanship, the reproductions of the masterpieces of art done for the Medici Society by the House of Bemrose were a high tribute to their work. The firm that can produce that class of printing has justification for as great a pride in it as in a century's existence. This firm is one having many reputations, and all of them good. It is an old firm, a progressive firm, and because progressive a prosperous firm, and a credit to all connected with it. General Bemrose finds time to do great work for the printing craft as a whole which they will never forget. I offer to the House of Bemrose the best wishes for the success of their wonderful business.

MR. A. E. GOODWIN

(Secretary, Federation of Master Printers).

It is an honour to be associated with the printing craft at such a wonderful gathering. I have attended several jubilee celebrations, but this is the first centenary of a printing business I have been privileged to attend, and I do not think invitations of a similar character will be very numerous. The Federation President has alluded to the worthy part which the House of Bemrose has taken in the development of the art of printing. An equally honourable part has been taken by the members of this family in building up the organisation of this great industry. Sir Henry Bemrose with Mr. Geo. W. Jones did a great deal by his encouragement of the Guild movement to sow the seeds of interest in craftsmanship, and we are seeing the fruits of this sowing in the fine printing technical schools and colleges now established, and equal to anything in the world. America envies us our keen well-trained craftsmen. Sir Henry was the first treasurer of the Federation, and at every stage in the development of the organisation you find a Bemrose taking a gallant and leading part. Every progressive movement in the industry—the Costing Campaign which was to give a square deal to all customers, the Alliance constitution, and Federation development, the Joint Industrial Council—all owe to General Bemrose a great deal for ideas and encouragement. We still find him advocating pension schemes and a new betterment programme, and if it succeeds, consumers, workers and employers will benefit.

Captain Bemrose was propounding scientific methods of standardisation and simplification of paper, ink, blocks, etc., long before any Imperial Conference took an interest in such subjects. So long as the printing craft has such men as its leaders, so long will it worthily uphold its great traditions and serve every section of British industry and commerce as it has done during the past

century. We shall not readily forget that the printing craft not only carries the torch of learning and proclaims the lessons of history; it also assists the fortunes of the Empire. It has a duty to perform to those who have services to render, and goods to sell wherever they may go. In all these great tasks Bemrose's always have, and will we trust for many centuries continue to do, their share.

THE MAYOR OF DERBY

(Councillor A. H. Dombo).

Religiously, municipally, politically, socially and industrially, the town of Derby owes much to the Bemrose family. For some fifty years I have known something of the Bemrose industry, and family, and during that period I have never known anything save that which was good.

THE BISHOP OF DERBY.

I am sure I am voicing the desire of you all when I say we consider it an honour to have been partakers of this celebration. So far as my knowledge of the firm of Bemrose goes, the work I have entrusted to them has been extraordinarily well done. Derby has been fortunate in the past, and certainly not least as exemplified by the Bemrose family in giving to us men of public soul. The service some of those who bear this honoured name have rendered in this borough, in Parliament, in education, in social matters, in the care for and the development of the growing youth, a deep concern for the well-being of the community in which they live, is not the least claim to our admiration and respect. You have discovered the secret not only that you live, but that you have given your lives in service, and that voluntary service is something worth doing, and doing well; that that was not only the way to life, but is life; and that one cannot find true life except in that beautiful and constant service for the welfare of the community.

THE REV. FRANCIS IRWIN, S.J.

(Stonyhurst College).

It is a great privilege to join great business men and men of letters to-day in testifying to the great characteristics by means of which the House of Bemrose has reached its present position of eminence and its high level of achievement. Its inheritance is national, and almost international. I am speaking on behalf of the clients and customers of Bemrose's, one of which I have been for twenty years. For twelve years I have been associated with them as Editor of *The Stonyhurst Magazine*, and my dealings with the firm have been characterised by a warm appreciation of their efficiency, courtesy and fair dealing. This certain spacious liberality in their dealings and absence of niggling cannot fail to impress itself upon all those who do business with them. I have found them generous as well as efficient. They are bringing out for us a great War memorial book, and their work throughout is characterised by that rare virtue, patience, which I have severely tried myself. Whenever I have visited their works I have always been impressed by the spirit of goodwill and friendship which pervaded all classes of workers—a spirit of loyalty among the employers and employed which is bound to make for the success of any firm. The prosperity of Bemrose's lies in this solidarity of sentiment.

In proposing the toast of "Our Guests," the following speech was made by

DR. H. H. BEMROSE.

The toast which I have the honour to propose, though the last on the list, is not the least important of the lot. It is that of the visitors of to-day. We have heard about the past, we have finished the hundred years, and we have crossed the threshold of the first year of the next century, and as I look round me I see many important people who are our guests. We have with us the Mayor of Derby, and hope he will have a very pleasant year of office. We have the Mayor of Warrington; the Town Clerk and officials of the Corporation of Derby; the President of the Chamber of Commerce, of the Chamber of Trade, and of the Rotary Club; representatives of the Master Printers' Federation and of the L.M.S.—customers for eighty-six years. We have a visitor from the Derwent Valley Water Board, which supplies us with water, and has a capital of over three millions. We have also a representative of *The Connoisseur*, a magazine we have printed for twenty-five years; the Rev. F. Irwin, from Stonyhurst College, who have been customers for over twenty years, and for whom we are printing a war memorial volume for the College, which I think will not be excelled. We have the editor of *THE CAXTON MAGAZINE*, whom we have heard speak. We have also represented the banks, solicitors, accountants, and the medical profession, without which profession no modern business can be carried on successfully, and a large group of clients or customers, without whom a business like ours could not carry on for a day.

We are celebrating our centenary, but we must not be conceited about this, because I believe we have represented here several other firms who have been established for over a hundred years—Smiths' Bank, Strutts, and Jobsons. It might interest the Westminster Bank, which absorbed like an octopus the Derby and Derbyshire Bank, to hear that William Bemrose, the founder of the concern, when he was buying his business was rather hard up, so he walked over to Derby to see his old employer, and asked him if he could lend him some money. He was asked how much, and said "Two hundred pounds." His old employer wrote him a cheque on Messrs. Smith and Company's Bank. William Bemrose walked back home with it. You can imagine how pleased he must have felt as he walked those thirteen miles with the cheque in his pocket, to tell his wife what good fortune he had. Mr. Mozley told him to give him an acknowledgment when he came again. The Derby and Derbyshire Bank was founded in January, 1834, and at the end of 1835—I saw it in the book at the Bank the other day—William Bemrose opened an account at the Bank with a debit of eighty-two pounds. (Laughter.) He generally had a balance of eighty pounds on the wrong side, and that was a splendid way of beginning business. It showed what confidence the Bank had in the founder of this concern. In the early days, when we were expanding the business, we were in want of capital, the Derby and Derbyshire Bank allowed us an overdraft to the extent of five figures, and I remember the times I had to go to see them on receipt of a letter from Mr. Turpie to say that the account was too much overdrawn! We said, "We were expecting so-and-so to pay us this month, were not going to spend so much on machinery, and therefore we should be able to reduce that balance." It is fortunate that afterwards we were able to repay that

debt, and I am glad to say that for many years we have been in a very different financial position.

We have been associated with the Church of England for many years, and at the time when the Church Congress was held in Derby, my father was secretary of the Congress, and we got the printing of the report, which had lost interest when it was published months after the meeting, and therefore people were not so ready to pay for it. We conceived the idea of producing that report as soon as possible, and we asked readers to send their manuscripts to us, so that we might have this set up in type, and supply them with an impression to read from.

On one occasion we had some rather bad handwriting. It is considered that the cleverer the man is the worse he writes, and this copy came in from one of the speakers very badly written. Our readers corrected it, and sent it back to the author. He sent the manuscript and the printed sheet back, and said he hoped they had done this very carefully indeed, because he could not read his handwriting. That illustrates one of the difficulties which printers have to contend with, and these I think they do successfully.

There was another case where we had a rush job. Everybody is in a hurry nowadays, and a firm sent us copy for a hundred-page catalogue, illustrated with process blocks. The copy arrived on the Tuesday morning. We took Wednesday to set it, and by Thursday morning the firm had their proofs. They returned them by return of post, and we had them on Friday. They said, "We want this to be in Paris on Tuesday morning next." It had to be corrected, printed and bound, and to be in Birmingham some time on the morning of Monday. One of their staff took it up to London on Monday, and went to Paris by airplane, and by ten o'clock the next morning copies of the book had been delivered to the directors there. That leads me on to my next point—the co-operation between the printer and the customer. If it had not been for the fact that the customer had been ready with those proofs and dealt with them and took them by airplane to Paris, the goods would not have been delivered to time.

To-day, on behalf of the directors of the House of Bemrose, I welcome the guests here, men representing many organisations, men of business aptitude, and not only that, but friends in business. For, after all, I think it is that friendship in business which is the very greatest asset we have.

Workers Entertained

These unique centenary celebrations ended on Friday, November 12, when the whole Bemrose staff with their wives were entertained at the Drill Hall, Derby. This magnificent gathering, numbering 1,500 people, was a fitting climax to a week's festivities. The following speeches which were made, and the enthusiasm with which they were received, may be taken as testimony from inside the House of Bemrose of the spirit of co-operation and goodwill which has been largely contributory to the prosperity of the firm throughout its history.

MR. CHAS. E. EVANS (GENERAL MANAGER).

When I face this magnificent gathering I cannot help admitting that it is a privilege to offer to you, sir, the heartiest congratulations from everybody present in this room on your being able to celebrate the hundredth anniversary of the firm of Bemrose

& Sons—(applause)—and in expressing this sentiment, my friends, do not let us overlook the fact that we are here to-night to render tribute to the memory of a great man, the founder of this firm. (Hear, hear.) You have to realise that by his sterling character, by his industry, and by his indomitable courage, he has made the House of Bemrose, from modest dimensions, thrive, prosper and develop, until to-day it ranks among the foremost of the printing concerns in this country. (Applause.) We have to remember, sirs, that in his life's work he was nobly supported by his two sons, the late Sir Henry and Mr. William Bemrose. They in their turn were spared to see the House of Bemrose prosper exceedingly, and the directors of our time, representing as they do descendants of the third and fourth generations of the House of Bemrose, have, I think you will agree with me, rendered a splendid account of their stewardship. It is very largely to the qualities which they possessed, qualities which have come down from generation to generation from the founder of this house, that wherever a gathering of printers in this country meet, the House of Bemrose stands among the very best in the van in the progress, in the development, and in the success of the craft in this country and beyond it. I wonder, my friends, if any of you, thinking of this celebration, have asked yourselves what is the motive behind this progress and expansion. Do you think that it is a desire for ambition or just for the material benefit that may be secured by a successful business? If you think that, I tell you "No," most emphatically "No." Look round this room, and you will see that you yourselves have given the direct negative. You have yourselves supplied a more faithful and true answer to that question. Every one of you present in this assembly to-night have your interests bound up inseparably with the prosperity of the House of Bemrose. Our directors of the present, and the directors of the past, have seen you come to the works as young men and young girls, have seen you passing on to maturity, have seen you happy mothers and fathers, and have helped to make you responsible citizens of this old town of Derby. And whatever policy they have directed in the past which has led to the progress and the development of this business, has carried with it great obligations, great responsibilities, and on your behalf they have never been unmindful of the fact that in conducting those questions of policy and expansion they have been desirous of ensuring for you that continuity and stability of employment which goes to make for settled home life. That is the motive, I venture to say, which has directed the policy of the family of Bemrose.

It is said that under the modern conditions of competition sentiment has no place in business. I for one do not subscribe to that view. I believe that our people have a warmth of sentiment in the prosperity and the success of this business. And how shall we define that sentiment? You cannot buy it. It is that intangible yet wholesome something which makes our workers do their utmost to put a little extra vim and cheerfulness into the production of whatever work you are engaged in. And as in the past you have been found to rise to the occasion and help the directors out of difficulties, I am quite certain that in the future that effort may still be relied on. And in describing that sentiment which I hope animates every person in this room, I repeat, we extend to our directors our heartiest congratulations on the occasion which has brought us here to-night, and with this senti-

ment may I add that we trust that an all-wise Providence Who watches over the destinies of this great concern, Who has endowed our directors with great gifts, may preserve them for many years to come in health and strength to lead the House of Bemrose to ever greater successes. And in that hope let us add that we include the members of the fifth generation of the House of Bemrose who have quite recently entered into our service. Let us say to them that our own wish is that as they grow up and take hold of serious responsibilities they may develop those characteristics which have so splendidly been shown in their fathers and their forefathers, all of which has gone to make the House of Bemrose great. (Applause.)

MR. C. LOCKTON.

Mr. Evans has so adequately and eloquently expressed the situation of this gathering that I really feel there is little else to add, and I can assure you, fellow workmen, that I will not stand between you and your pleasures. What I do wish to say to supplement what Mr. Evans has said on your behalf is this: that we are honoured guests of the chiefs of the firm of Bemrose & Sons to-night. (Applause.) We appreciate the event, and we also appreciate the kind thought of the directors in bringing us here together. It is an event that the oldest member here present to the youngest member present will never forget. And it is a further pleasing feature to find that not only those at present engaged in that great firm, but past workers are also here to-night to share in this great event. When one looks round, sir, and sees old faces, it brings back pleasant memories. Some faces are not here with us to-night; their memories are nevertheless revered. Reading the newspapers this week, most of us have followed with interest the events that have taken place in connection with this centenary gathering, and I am sure, sir, we have all been impressed with the story of the beginning of this great firm of Bemrose & Sons right up to the present status, of which you, sir, have received so many high compliments. And we are most happy to think that our chief has said they owe their successes firstly to the blessings of good health, and secondly that they have had handed down to them some business capacity inherited from their sires. There is no doubt about that. We all of us engaged in the great firm recognise that there is great business capacity in the heads of our firm. But our chief said further, that he felt they owed their success to a loyal staff. That was a very high compliment to pay you. Indeed, I am sure I am expressing your thoughts when I say that we do heartily appreciate that sentiment. When we look at the platform to-night, we see, as Mr. Evans has said, members not only of the third generation, but also the fourth and fifth generations, and I think they all look a very happy lot. (Laughter.) It does show, my friends, that the team spirit has been at work within the family, and that team spirit has undoubtedly brought the success of this firm to the high attainment which they hold to-day, and it is up to us, my friends—and I appeal especially to the younger members of this gathering—to do our level best to maintain that team spirit in conjunction with our directors in order to further enable the firm to attain an even greater position than it holds to-day. (Applause.) That can only be done, my friends, with a combined determination on the part of every one of us to see that they give a good account of themselves within the works.

There is just one more feature that I should like to mention, and that is what has been done within the last few years with respect to the welfare of our employes in the great works. Our chief is very modest in this matter, you know. But I am sure you will agree with me that during the last few years a great deal has been done in order to give to the employes every encouragement for their social uplifting, educational facilities for gaining knowledge by holding classes, by general welfare work. I may say everything has been done to try and encourage the employes to rise to a higher level, and we are proud of the fact that one of our boys whom you have reared at the works has taken a degree—he has become a B.Sc. (Applause.) And we are heartily pleased to think that our directors are giving that encouragement to the young members to rise to a higher status if they will show that they have an inclination and interest in that direction. Not only that, my friends, but our chiefs have helped the sick and the needy in many instances; a great deal has been done in that direction, but it has been done quietly and unobtrusively. It does show that our directors have at heart everything that is possible to make each and every one feel that they are part and parcel of this great concern.

And in conclusion I want to say just this: that as this firm progresses—and we have no doubt that this progress will be continued, if each and every one will do their part—and as their successes are further enhanced, we can, I am certain, be sure that our directors will have a corner still left in their hearts to see to it that as they succeed so will you succeed. We recognise, Mr. Chairman, that your success is our success—(applause)—and I want again to thank most heartily the directors for their kind invitation to you here to-night. (Loud applause.)

Then followed these two acknowledgments of these addresses:—

DR. HENRY BEMROSE:

It may interest the ladies here to-night to learn the ages of the men whose portraits you see in front of you. The founder of the firm—William Bemrose—was seventy-nine years of age when the original was taken. Henry Bemrose was seventy-nine, and William Bemrose the second was four years younger. Both the last two photographs were taken the same year.

To-night I am going to dwell upon one theme only—the lady founder of the business. I am going to read to you some words which William Bemrose himself wrote in his private memoirs somewhere about the time of his marriage. I am going to let you into the secret of the success of the House of Bemrose. William Bemrose writes: "The great secret of success in my business was entirely owing to the rare combination of talent my good wife possessed. Her ladylike person and manners, civility, attention, together with a perfect knowledge of the business, and an untiring industry—success must follow in the train of such a splendid array of auxiliaries."

A picture of Mrs. Bemrose you will find in colour in a book I have had the honour to write, and a copy of which I hope you will have. Can we wonder at all that a business which started with a man like William Bemrose was, and with a wife like he had, who knew the business well, and who had such good qualities—can we wonder that the business has continued to grow and grow

and become so large as at the present day? William Bemrose remarks in his memoirs: "If a man could bequeath his virtues by will and settle his sense and learning upon his heirs as certainly as he can his lands, a noble descent would indeed be a very valuable privilege."

William Bemrose was not able to leave the qualities which he possessed by will or testament, but he and Mrs. Bemrose both took care that they would bring up their children not only in business-like habits, but also in those true and noble qualities of soul which mean, if not commercial success, at least a satisfaction that they have done their duty. Our inheritance is a great one—I do not mean materially, I mean our ethical or moral one—that is, those ideas and traditions which have not been handed down by word of mouth nor in writing, but have been the life of the various generations who have been engaged in this business.

May we express the hope that these traditions, and that soul of the business which has been handed down through four generations, will in the future continue to animate the generations of the family in the House of Bemrose right down through generations which are still unborn. (Loud applause.)

GENERAL BEMROSE:

My first pleasing duty is to extend to you all a very hearty welcome to-night, and I do so as one worker to another. I wish you to understand that this celebration is as much yours as ours—that it is as much yours as that of any of the directors. It is a celebration of the centenary of the House of Bemrose, and that, of course, includes everybody in it, and therefore our joy, our satisfaction, and our pride belong to all of us. I wish to express my appreciation of your attendance here, and I trust that you will have a very happy evening, and that you will go away and remember it always, because I cannot promise to offer you another similar entertainment. (Laughter.)

May I thank you, Mr. Evans, and you, Mr. Lockton, on behalf of my co-directors, myself, and the other Bemroses, for the exceedingly kind remarks and statements which you have made about us, not only about the present generation, but about the two preceding ones. We appreciate it very much, and we thank you again for your good wishes and the congratulations which you have so kindly extended to us.

I must say just a few words about our business. Like all businesses, it is composed of the material side and the human side. We need not say very much about the material side. You can easily visualise its growth from small beginnings, and you know that, such as it is, it is purchased at a price. But not so with the personnel. Who dare venture to attempt to summarise the human side? Who can estimate the emotions that one generation after another of those who have worked with us have passed through—the pleasures of success, the regrets of failure, their desires, their hopes and, at times, their despondence. Well, all these things, of course, affect the business, but on top of that there are others, which, perhaps, carry more weight. I refer to the endurance, the application and the interest displayed by you in your duties. And we have had a wonderful exhibition from you during the past three generations of endurance and application. I said only the other day that it was really wonderful, and I referred then, as I should like to again to-day, to the ten families who have

served with us each continuously through three generations, and the other splendid individual records of so many of you who have exceeded fifty years' service. (Applause.) This is all very helpful to success in any business, for the basis of our success has been in that long-established goodwill and co-operation. I think it was only the other day that the Prime Minister referred to those two things, and he expressed, I believe, the view that no business nor nation can hope to succeed without them. Well, we have had in a very great degree from you, and from those who have preceded you, this goodwill and co-operation, and it is very largely due to this that we have attained to the success we have. Our watchword still is "service," and you know of some extraordinary services which we have of recent days been called upon to give, and, what is more, have given, and those services have in themselves brought to us greater inquiries for more service, and so we go on from one success to another. But, by our very success to-day, we are setting a very high level which we shall have to maintain in the future. But I do not despair in the least, for even if our difficulties increase, if the demands made upon us are greater, I am quite satisfied, as your spokesman has said, that you will do all you can to assist the directors in carrying on this business to even greater success.

Well, this is a very fitting opportunity to express our thanks to you again, and on an occasion like this we do thank you. But I think this is an occasion which we may seize to show our appreciation in a practical manner. You are aware what the business has done in the past in the way of benevolent matters. I am a little bashful in speaking to you about them, because we have no desire to have them talked about, but, as it is our intention to take this opportunity to make some alterations, I am bound to tell you of them. The directors do not look upon this as a matter of benevolence. We are endeavouring, if possible, to make it what I may term a charge on the business. That is, we realise that many, very many, of our male employees especially, come to us in their early days, spend their whole lives with us, and we are anxious to see whether the business cannot be made in some way helpful to acknowledge that long and valuable service on its termination. It has been our practice, in addition to minor matters relative to sick clubs, etc., to give something in the form of a small pension to these old and valuable servants on their retirement, but it has not been done in any recognised or systematic manner, and we are now proposing to systematise it and bring it into force in a regular manner, so that, given the necessary success of the business to maintain and upkeep what we propose, those employed in it may be able to look forward to this little extra assistance which I am about to propose.

This, of course, is going to be a serious charge on the business, and I want you to realise, please, that it can only be kept up and maintained, year after year, if the success of the business justifies it—that is, as dividends are paid—in accordance with the success attained. We are making no conditions whatever, but simply endeavouring to make the business do something more if it can for those who have served it so well. Before saying what the suggestions are, I should like to express our appreciation of what you yourselves do in a similar direction. I happen to have heard that the subscriptions which you have made to the Derby hospitals this year amount to £210. Beyond that

you have sent up the usual annual subscription to the Printers' War Orphans' Fund, and I know further that there are many other charities in Derby who benefit from your liberality. Also one hears of the good deeds which you do between yourselves to those who may be temporarily in trouble. We appreciate all this, and it is very much to the credit of the House that these things do occur.

As to the new arrangements, I am going to tell you briefly what they are. They will all be set out carefully in print and handed to you with the necessary conditions to which I have referred. First of all, as a mark of our appreciation at this particular time, we have entered into an arrangement with an insurance company whereby the members of our office staff can participate in a contributory scheme of insurance. This scheme is already in operation. In that case the members of the staff pay half the cost and the business pays the other half.

We have decided, as regards the sick fund, to make a definite contribution to its fund annually of £25 per hundred employees. (Applause.) This, we hope, will put that fund in such a state that it will be able to give better help and assistance to those who require it. Then, as you know, we already have a Benevolent Emergency Fund in connection with the sick club. This will be continued as now. Then, again, there is a scale of jubilee grants for these men and women who attain fifty years' service. This is not new, but we are now putting it on a proper basis so that everyone may know exactly what they may look forward to.

Now I come to pensions. Women, if they attain the long service necessary, will be looked after. We propose to make a small supplementary pension to our male employees. We realise to-day that, although they get something from their trade union funds, and something from the Government pension fund to which the business contributes its quota, still an additional 7s. 6d. a week may be

very acceptable. (Applause.) This will be available after sixty-five years of age and twenty years of service. We further realise that it might be very rough on the families of some of our employees should the wage earner die before 65, so we have included the scale of grants to the widow or any dependent children under 21 years of age, ranging from £50 for twenty years' service, £75 for thirty years' service, and £100 for forty years' service. And for the ladies, who generally leave us earlier for other pressing engagements—(laughter)—there is a small acknowledgment of £15 for twenty years', £20 for twenty-five years', and £25 for thirty years' service. There is also a funeral grant. (Laughter.) So I was going to say that you may all hope to get something. (Laughter.)

I want to tell you this new arrangement has, of course, been made with the sanction and approval of the directors of the other two companies who are associated with us, and it is going to be introduced in the same form and manner in the establishments at Leeds and Manchester as with us. (Applause.)

We knew, of course, we should have some expenses in connection with these festivities, and being prudent individuals we have been saving up. We began three years ago—(laughter)—to put money aside for this great occasion. We wished to do it well. We have absorbed some of this materially, and also liquidly, for we had a lunch the other day. I am not suggesting it was the only one this week—(laughter)—and we are having this entertainment to-night. Then we have to pay for the printing of the "History," and as it is being done at Bemrose's you can understand the bill won't be a light one. (Laughter.) Well, having made some sort of a rough estimate of our expenses to date, we found there was still a little money left, so we are going to ask you to kindly accept one week's extra wages for the staff and workers as an acknowledgment of our appreciation. (Loud and prolonged applause.)

MESSRS. COATES BROS. & CO., LTD., Salisbury Square, E.C.4, have just published an interesting specimen book showing a range of their offset inks. The book is a very creditable production, and copies will be sent to our readers on application to the firm.

"SELLING BY PICTURES" is the title of a handsome brochure produced and sent out by Messrs. John Swain & Son, Ltd. It is a very telling plea for good illustration in advertisement, and in itself is an excellent proof of the case which is presented.

A SOUVENIR of Manchester Civic Week, planned and produced by Messrs. Jesse Broad & Co., Ltd., is interesting both as a history of this great city from Roman times, and a specimen of really well-thought-out and beautifully executed printing.

MR. ERNEST HENRY IRONMONGER, who is employed by Messrs. Bemrose & Sons, Ltd., Derby, as a linotype operator, has obtained the B.Sc. (Economics) Honours Degree. Under the National Industrial Alliance Scheme of Education he began attending the University College, Nottingham, for two days a week in 1921. In his first year he passed his examination with distinction in each subject. In 1923 he matriculated; in 1924 he passed the Intermediate Examination; and in 1926, as stated above, took his degree.

THIS month have retired three printers who have had remarkable records of service with the firm of Spottiswoode, Ballantyne & Co., Ltd. George Bewshea entered the service of the firm in 1863, and retired after 63 years' service as a reader; Frederick Browning entered their service in 1872, and retired after 54 years' service as a compositor; and Edmund Burley entered their service in 1875, and retired after 52 years' service as a compositor, during which time he had filled the position of clicker.

THE annual smoker and presentation of prizes won in the various competitions in connection with the Leeds and District Printing Trades Cricket League was held at the Hotel Metropole, and proved again the wonderful interest that is taken in this League by the various firms in the craft and also by the allied trades of the city. Mr. G. C. H. Wichmann (president) was in the chair, and had the happy experience of presenting the "Horsell" Shield and "Watson" Cup, together with gold medals, to his own club (Messrs. Geo. Mann & Co., Ltd.). The new trophy given by the Leeds Master Printers' Association for the Junior Division of the Saturday League was presented by Mr. H. Wood, Treasurer of the L.D.M.P.A., in the unavoidable absence of Mr. A. Wigley, President of the L.D.M.P.A., to the Whitehall Printers "B" Team.

The Making of Paper^{*}

PAPER, as we know it, was not made in England before the reign of Henry VII., and it was not until centuries later, namely, in 1801, that machine-made paper became a commercial possibility. Paper as we know it to-day is of such variety that volumes could be written about it. Paper may be made from anything containing fibrous substance. The barks of trees, such as willow, beech, hawthorn, lime and mulberry; the catkins of the black poplar; the tendrils of the vine; the stalks of the nettle, mugwort, thistle, clematis or lily; cabbage stalks, fir cones, moss, potatoes, wood shavings and sawdust; all these have contributed to the making of paper. The combination of flexible fibres of which paper is made depends on the minute division of the fibres and their subsequent cohesion. Some of the principal raw materials from which paper is made are wood, rags and grass. The process for each varies in the early stages, but without being too technical, we may say that all are in the first instance reduced to a pulp, and it is from this stage that I propose to outline the process of paper-making.

I wonder how many stationery buyers would like the job of setting up the type for their printed matter. You as practical printers must have times without number come across a difficult customer, always finding fault and very hard to please. It must have occurred to you that you would like to see your customer trying to do the job himself, and I think the master printer would be saved a considerable amount of worry, trouble and loss of time if his customer were to serve an apprenticeship at the stone. Understanding of the printers' difficulties would create a beneficial sympathy, but, if I might say so, the technical difficulties of the paper-maker are as great as those encountered by the printer in his trade.

The printer, when buying paper from the paper traveller, usually starts off by looking through it just as though he were buying glass, and, after performing other tests, he usually finishes up by tearing the sample to shreds, and I think this must account very largely for the fact that paper travellers usually do their journeys by motor-car, so as to be able to carry stocks with which to fill customers' waste-paper baskets. I am a strong believer in the policy of bringing the printer into closer touch with the paper-maker, and I believe that if the printer had a more intimate knowledge of the technical difficulties to be overcome before a sheet of paper is produced, he would be more sympathetic, and there would not be so many rejections.

We take a stroll through the forest, and there we see firs and beech trees, and others in various stages of growth, and we may come across the woodcutters felling a huge tree, which has been standing perhaps 60 years. We see the tops and branches lopped off, and the trunk carried away, and it is possible that the timber, which was a short time ago a beautiful standing tree, is destined to become paper, and within a short time we may be printing or writing on paper made from this self-same tree. We have not given a thought to what happened to the tree from the time we saw it hoisted on to the timber-bob to the time we are making use of it. How the trunk was sawn into

logs and torn into pieces and boiled and crushed into a pulp. How this pulp was again pressed and dried and made into pulp boards, and how these boards again were consigned to a paper mill, where the process starts with which we are more intimately concerned.

Pulp, the raw material of the mill, must be broken up in a pulper, and it is as such that it changes its name and becomes "stuff." It is then passed to the pulper chest, where it is bleached. Having removed all dirt and foreign matter, it is passed to the poacher, or circulator, where the bleaching process is continued until every fibre is cleansed. It passes from the poacher to the drainers, where the bleach is removed, from which it passes into the beaters, where it may remain anything from four to twelve hours, and after chemical treatment and the addition of colouring matter as required, it will be transferred to the stuff chests, adjacent to the machine. By a plentiful addition of water it takes a liquid form, and is kept on the move by the agitators until it is pumped into the mixing boxes, from which it flows into sand-traps, and still in the form of a milky-looking liquid it enters the strainers, where it is again washed with sprayed water, passing on to the breast box, from which it flows as a flmy-looking substance on to an endless band of wire cloth. The length and width of the wire cloth is dependent upon the size and quality of paper to be made. The stuff which is now in a liquid form spreads over the wire cloth, which has not only a forward movement, but a shake from side to side—an invention by Nicholas Robert in 1813. The object of this is to spread the mixture evenly over the wire cloth, and so give an even thickness to the fibrous matter, as the water is drawn off through the mesh of the wire. It can be readily observed when standing at the side of the machine that the greatest flow of water through the wire mesh takes place near the breast box, and as the liquid passes towards the end of the wire there is less water flowing through the machine. At the far end of the wire cloth, which is prior to the time when it makes its return, it passes over a series of vacuum boxes, which, fitting close to the under side of the wire cloth, draws off the water, leaving the fibre to pass on to rollers covered with the finest woollen felt, from whence it is carried to the drying cylinders, which are heated by steam.

The number of these cylinders may vary from one, as in an M.G. machine, to more than twenty, as used on a machine making writing papers. The paper has now become dried and even, and is passed through the finishing rollers on to the reelers, from whence it is removed to the cutting machines. We now have paper, but it is not yet ready for the printer. It must be cut, and each individual sheet examined by girls trained to detect the slightest defect, and it must then be counted and trimmed, and parcelled ready for despatch. There is an enormous amount of labour spent in the process of manufacture, and even in the subsequent handling, which can be appreciated only by those who visit a paper mill, and the worries of the paper-maker are continuous from the time he receives the raw material to the time he obtains payment for the product of the mill.

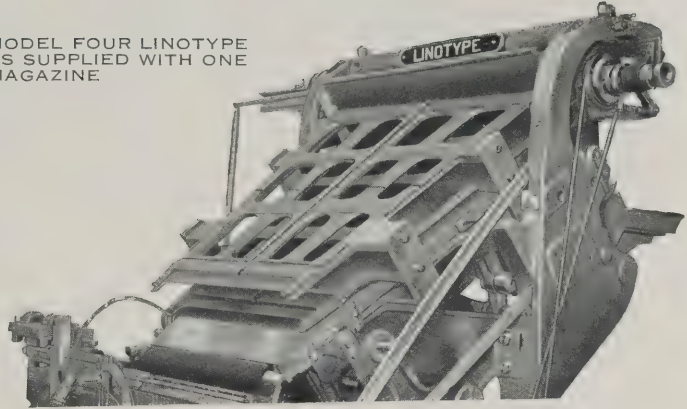
Different classes of paper must be made on different kinds of machines, and there is not a mill

^{*}A paper read by Mr. David H. E. King at a meeting of the Buckinghamshire and East Berks Master Printers' Association.

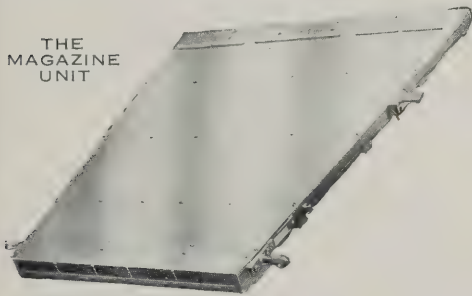
The Model 4 Linotype can be installed with one, two, or three magazines, as here illustrated

If installed with only one or two magazines, and the full equipment is required later on, additional equipment can be added by the operator as the machine is supplied complete with the magazine cradles, ready for the magazines. Thus the printer is able to start with a small equipment and to extend it as his business grows.

MODEL FOUR LINOTYPE
AS SUPPLIED WITH ONE
MAGAZINE

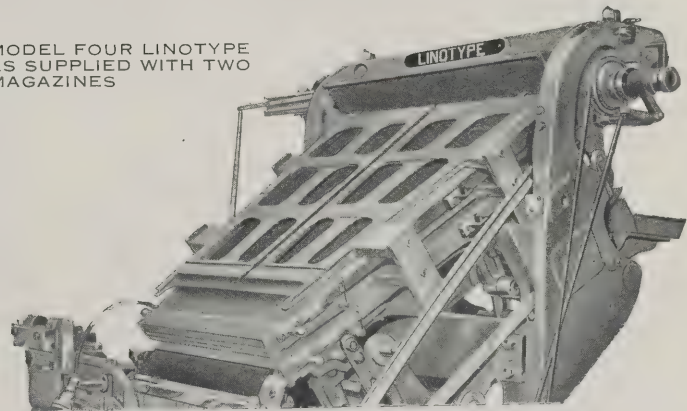


THE
MAGAZINE
UNIT

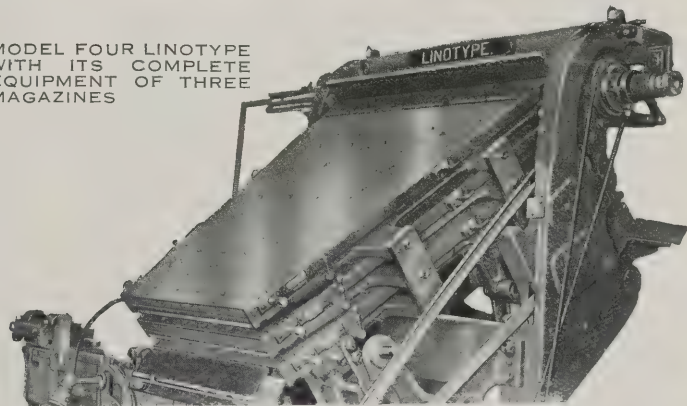


The magazine unit, here illustrated, further emphasizes the flexibility of this system. The magazine, of sturdy construction, is light and easily handled—an important point when extra units are to be substituted for those on the machine, as it extends the range of faces which can be set from it. These units, in common with every other part of a Linotype, are standardized and can therefore be placed on the machine without any further adjustment.

MODEL FOUR LINOTYPE
AS SUPPLIED WITH TWO
MAGAZINES



MODEL FOUR LINOTYPE
WITH ITS COMPLETE
EQUIPMENT OF THREE
MAGAZINES



LINOTYPE & MACHINERY LTD., 9 Kingsway, London

Please say you saw the Advertisement in THE CAXTON MAGAZINE.

in existence that can cater for the demand of every printer. High Wycombe is situated in the heart of the Chiltern Hills, which provide the whole of the valley with a plentiful supply of pure water. It is for this reason that the industry has so long thrived in the neighbourhood, and that there are so many mills making paper, though of different kinds and qualities. For instance, to name only some of them, there is the Wycombe Marsh Mill, specialising in Tinted Banks and Bonds, Pure Rag Tissues, and other fine papers; the King's Mill, which has been known for many years for part-rag papers; the Loudwater Mill, famous for its Extra Fine Line; and not far away we have Fords Blotting Paper Mill, Thomas & Green, Wiggins Teape, Jackson's Millboard, and others, all of whose products are familiar to you. The time allowed to me is all too short for more than a cursory glance at the process through which paper has passed from the raw material, but before closing I should like to say one word about the uses of paper.

Paper is used by everyone in some form or another, and it is more particularly the commercial uses of paper that I have in mind. From the printer's point of view, the quality of the paper used, whether for letter headings, duplicate books

or catalogues, makes all the difference to the appearance of the finished job. The cost of the paper in any job is the smallest cost of the production, and a penny per pound in the price of the paper makes very little difference in the cost of the job, but it makes all the difference in the appearance of the finished work. Produce the same work on two different qualities of paper, and the result is immediately obvious, and ninety-nine customers out of a hundred, when placing orders for printed matter, will look rather at the quality and general appearance than at the price. The point I want to drive home is that the use of cheap foreign papers does not pay in the long run. A British paper is considerably better, and costs very little more. Cost is dependent upon output. Larger bulk orders can almost invariably secure better prices. A saving can be effected by concentrating on one mill for one class of paper, and an alternative method would be collective buying, which would enable three or more printers to place making orders and so secure minimum prices.

In conclusion, I plead for a more extensive use of British paper. If you help to "keep the home mills running," you are helping to provide work for British labour, and in this way you are doing a national service.

Line Drawings, Photographs and Drawings in Tone

By R. B. FISHENDEN

WE reprint below an abstract from a lecture which, although dealing with certain matters connected with line and halftone blocks, is of considerable interest to photo-lithographers in so far as the character and treatment of originals is concerned. Mr. R. B. Fishenden, London manager of Stephenson, Blake & Co., Ltd., recently gave an address before the Association of Master Printers of East and North-East London, on the subject of "Difficulties Arising with Blocks, and How to Avoid Them." Mr. H. W. Upton (President) was in the chair. In the course of his remarks Mr. Fishenden said:—

There is a good deal of misunderstanding regarding the character of originals which are to be reproduced by a line process. Photographic methods of reproductions have certain peculiarities which give rise to difficulties if the originals are unsuitable, and to secure the best result proper originals must be used. It is usually desired that a line reproduction shall have perfectly clean, clear lines, and if the lines in the original are ragged the reproduction loses certain qualities that are difficult to define. The general aim is to secure the clean-cut lines of, say, a wood engraving or type; but supposing a pen drawing be made upon a rough paper or with a scratchy pen, the slight roughness of the lines are usually accentuated in the reproduction. Wherever possible, it is better that the drawing should be made larger than is required in the finished result, because the photographic reduction in scale in the camera has a refining effect.

Another point that is of importance is that the lines shall all be of equal blackness. If the subject is a mere outline, it does not matter very much if some lines are somewhat grey, because the photographer can correct this defect in the photographic operations; but where tone effects are produced by lines or cross-hatching, the case is more difficult to deal with. Take for example the lines representing the modelling in a face: these may be drawn grey and secure a pleasant effect in the drawing; but the process cannot reproduce the effect if the lines are grey, and they are either lost or reproduced as black. In either case the result is very unsatisfactory, and can only be corrected by handwork in the later stages of the process.

In the ordinary way, only drawings in black ink on a white paper can be reproduced satisfactorily, but tracings can be dealt with, although the lines are liable to thicken. Drawings in yellow, red or green ink on a white paper reproduce as well as black lines; light blue paper also presents no difficulty; but if the original consists of blue lines it cannot be photographed on the ordinary wet collodion plates that the photographers use. It is possible, however, by using panchromatic plates and a red screen to secure equally satisfactory results from the blue-line original as from one of the ordinary kind. Another useful application of the use of panchromatic plates is that they make it possible to photograph, say, the black portion of a print in red and black, cutting the red out entirely.

The present methods that are used in line etching give sharp clean-cut results, but in many respects the blocks are not equal to those produced

twenty or thirty years ago; but on the other hand, the modern method works better in conjunction with machine etching: so from all points of view it is possible that present methods are to be preferred.

Perhaps the worst defect in a line block is what is known as a "top shoulder," which causes the lines to print thicker than they are and to fill the fine shadow details. Under-cutting or under-biting takes away the strength of the block and thins all the lines. Naturally the under-bitten lines have very little strength, and the block has a short life. Under-cut blocks can be duplicated fairly well by stereotyping, using a wet flog; but it is almost impossible to obtain a satisfactory electrotype by the wax moulding process, because the wax spreads underneath the lines and "drags" when the mould is removed.

Sometimes during the etching process the zinc may be overheated, and this causes the metal to become rotten, and as a result it has been known for the etched block to crack during printing.

There are many modifications of straightforward line work that might be utilised to greater advantage by printers, such, for example, as scraper board, "half-line," and wood engraving effects that can be obtained in quite a simple way. For instance, a heavily coated chromo board may be coated with black ink, and after the ink is dry white lines may be scraped through the black ink coating, and the originals so prepared photographed in the usual way.

A certain amount of care is requisite in selecting photographs for reproduction by the halftone process. Given a suitable photograph, a halftone reproduction can be made that will be equal to the original and will require no hand-work upon it. This is of great importance to photo-lithographers, and although in block-making the fine etcher can make up for a defective photograph, it is infinitely better that the handwork should be dispensed with as far as possible. A black or purple-brown tone print with a shiny surface is preferred. It should be remembered that a contrasting or brilliant print is not so good as one that is full of detail both in the shadows and the highlights. Matt surface prints are liable to lose a little of their detail because of the light that is scattered from the slightly rough surface. Some photographic prints on a very rough paper, particularly those with a shiny canvas or other grain, should not be accepted, because the reflected light from the grain sometimes photographs almost as strong as the subject itself. Red or sepia toned prints are liable to lose the detail in the shadow parts. In giving a photographer instructions, glossy purple-brown P.O.P. prints, or glossy black bromide prints should be specified.

The subject of working-up photographs for reproduction calls for some attention. Leaving for

a moment the highly-skilled craft of working-up machinery and similar objects for catalogue illustration, it is sometimes desirable to work-up or retouch the photograph. A good deal of care must be exercised in this work, because it is possible for the artist to do a great deal of harm. The working-up must be strictly in tone with the photograph itself, and excessively strong highlights or shadows must on no account be added. Should this mistake be made, the added work photographs "out of scale" with the photograph itself, and no amount of skill on the part of the photographer can put matters right. There is a tendency to reduce the amount of working-up on photographs for catalogue illustration, and undoubtedly this is a step in the right direction. By the use of modern photographic plates or colour filters, or by the proper preparation of the original combined with the skill of a first-class technical photographer, untouched photographs can be obtained that are infinitely better than the most perfect prints worked up with the air brush. It is an excellent axiom to start with a good original, so that the result can be as free from handwork as possible.

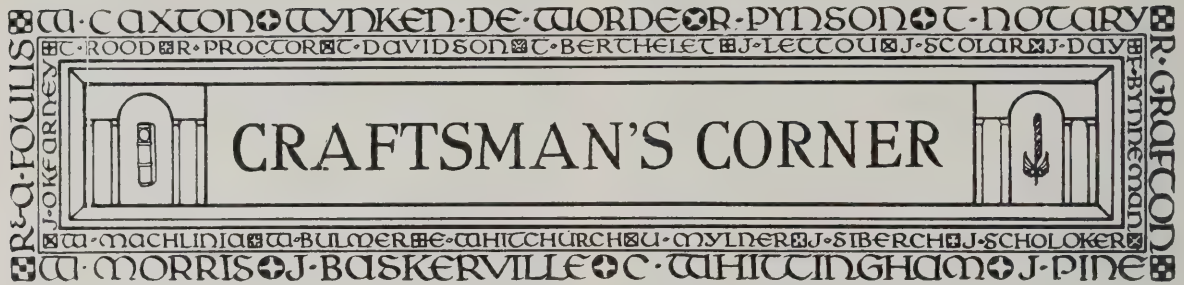
Drawings in gradation for magazine illustration, or fashion drawings, are usually made either in pure wash or body colour; pure wash is usually found more easy to deal with. Body colour drawings sometimes cause difficulty if the artist does not obtain his effects in a direct style; if, for example, the folds of a dress, which would be drawn in a lighter tone, are a little more blue than the shadows, they will be too light in tone in the reproduction. Whether in line or tone, Chinese white must not be used for the highlights or for corrections, because this pigment photographs several shades darker than it appears visually. There are several "process" whites on the market that are perfectly satisfactory for photography, but artists find Chinese white easier to use.

As regards halftone blocks, machine etching has brought with it a great improvement in quality. Modern halftone blocks are smoother in the tones than the old ones, and the sides of the dots are cleaner and sharper, and, as a result, the blocks print with considerably greater ease. With the exception of vignettes, there should be no pure highlights in a halftone block except in small areas that can be scooped out by the graver or deep-etched, and it is desirable that in ordinary subjects there should be no solids even in the deep shadows; should there be solids in the blocks, the next tones fill up in printing, so that some of the shadow detail is lost; if there is a small pin-point in the shadows, this fills up in printing and the scale of gradation in the shadows is complete.

A serious defect in photo-engraved blocks from the photo-engraver's point of view is the mounting, and it is probable that there is more time lost in the machine-room due to faulty mounting than to any other cause.

THE Advertising Association will hold next year's British Advertising Convention in London, and link it up with a big Advertising Exhibition at Olympia by the affiliated advertising organisations of Great Britain and Ireland. The ambitious programme outlined was welcomed as a real advance on any previous convention or advertising assembly held under British auspices.

THE marriage was celebrated at St. Gabriel's Church, Heaton, Newcastle-on-Tyne, on November 10, of Mr. David W. L. M. Greig, only son of Mr. and Mrs. David Greig, of "Elderslie," Cluny Drive, Edinburgh (junior partner in Messrs. John Greig & Sons), and Miss Annie D. Kirk, of Coquet Villa, Heaton Road, Newcastle, second daughter of Mrs. Kirk and the late Mr. Charles Kirk.



Devoted to plain, homely talks about Letterpress Printing. Design, layout, type, composition, illustration, paper and ink, will all receive attention as occasion demands; and Specimens sent in for Review which contain features of special merit or interest will be reproduced in these columns.

CONDUCTED BY H. B. NAYLOR.

INFORMATION from various sources suggests that the paper trade is not experiencing by a very wide margin that prosperity which it usually enjoys at this time of the year—even after making allowances for a certain amount of dislocation of business as a result of the coal strike.

Few will complain of the want of co-operation on the part of the paper houses with all who seek their aid in the preparation of dummies and samples—and yet, with all the goodwill in the world, paper sales are very much down. In one branch alone of the London printing trade nearly 60,000 hours' overtime were officially returned for the month of October, whilst the unemployment returns were approximately the same for October as for September. This suggests a steady, regular flow of work; and one can only assume that much shorter runs on the machine are the order of the day.

It rather strikes me that the British paper houses are hiding their light under the proverbial bushel. I do not think the bulk of them are hard up—the financial position of most of them is quite sound: I am more inclined to the belief that they are not sufficiently venturesome, that they do not shout quite enough, that they may not advertise sufficiently.

Many well-established houses in other branches of the printing industry are inclined to favour the view that the moment trade shows a slight depression the time has arrived to conserve their energies and capital; they seek fresh means to cut down expenses instead of costs; and, above all, they place too implicit a confidence in the goodwill they have built up over a number of years, relying too profoundly on their customers still coming to them for all their requirements.

They are apt to forget that such times often provide a happy hunting ground for third-rate houses, who seize the opportunity to bombard prospects with baits such as: "This will answer the same purpose, and is cheaper," "Your customer will know no difference, and you will pocket the extra profit," "Buy cheaper and produce cheaper; you can then sell cheaper, and so encourage trade."

It is not my desire to depreciate in the slightest degree the value and importance to the community of the small trader—he is every bit as useful in the printing trade as in the general commercial world: he acts as the steady influence, and prevents undue monopoly of prices and goods—he can very often give that personal service which is so much appreciated in business.

It is a generally-accepted truth that a thing will fetch just what it is worth: one may buy a sovereign for a penny once, or pay 10s. 6d. for a sixpenny fountain pen once; but one solitary instance does not make or break trade. Sound business is built up by giving value for money—i.e., satisfaction to the buyer, a reasonable profit to the seller. And that is how these bulwarks of industry have been built up; where they sometimes make a mistake is in being satisfied to rest on their laurels.

Laurels are all very well, but they do fade in course of time; and unless fresh seed is continually being sown, the possessor will sooner or later realise that his "glory" is departing, that other Richmonds have entered the field and have made fresh conquests at his expense, leaving him only the skeleton over which to gloat.

A Simple Formula

....that directs attention to all your direct advertising....The old way to produce "something good" was to produce "something expensive" The new way is to use the formula: Simplicity and a Strathmore Paper...How sincere, how direct, the appeal of Simplicity! How inviting, how compelling, the expressiveness of BAY PATH COVER, BAY PATH IMPERIAL or BAY PATH BOND—all papers in the Everyday Group. And you can apply this formula to all your Everyday Mailings! For Strathmore makes a printing paper for every purpose. Strathmore Paper Company, Miltonague, Massachusetts.

A new formula directs the formula "Simplicity and a Strathmore Paper" Write for a copy of the Everyday Group Papers that answer all direct advertising needs—each paper.

For Everyday Use: SIMPLICITY AND A STRATHMORE PAPER

PAPER IS PART OF THE PICTURE

Please Mention The Strathmore Formula When Writing to Advertisers

EXAMPLE 79

In our last issue mention was made of a printer who issued an advertising booklet in the interest of his own business, which contained some small blank paper dummies suggesting the dawn of an idea for folders. It would be interesting to know if the firm from whom the paper for these dummies was obtained co-operated with the printer. Other specimens of printing-advertising which reach me from time to time give the names of the papers on which the jobs have been printed. This is an advertisement for paper as well as for the printing, in which the paper maker may also share his part of the expense—does he?

In looking over a few recent issues of *The Inland Printer* I was astonished to see the number of paper houses using this medium for advertising purposes. In the October issue, for instance, a score of whole-page advertisements for paper followed in succession. In the September issue there were sixteen whole pages in succession, and other issues were more or less similarly patronised. And this apart from insets. Bonds, covers, arts, printings, all were advertised, and all received the same treatment, *i.e.*, were printed in black on white art paper. They embodied such a collection of ideas, too, that should prove a valuable source of inspiration to the student of advertising, even though he be not a practical printer.

One of the difficulties with which the paper house has to contend when advertising in the press is that, unless the advertisement takes the form of an inset, it has to be printed on the same paper as its competitors. Therefore, whatever policy is pursued, it has to create its own distinctive and distinguishing effects. Let us have a look how some of our American cousins have handled their propositions.

Example 79 ("A Simple Formula") represents a line well known in this country—Strathmore Paper. Here we find the slogan, "Paper is Part of the Picture," definitely followed out in the planning and designing of the advertisement, although it has been printed on the regular art paper used by *The Inland Printer*. The sign post is simply and effectively drawn, with plenty of white space and a bold curved line to suggest "the open road." The imagination of the reader is at once drawn into play, and he thinks: "If only this were on a suitably coloured cover paper, how fine it would look and how cheap to produce." A thought which is helped by the title, "A Simple Formula." Before he has time to detach his mind, he has read the succeeding eight words, "... that directs attention to all your direct advertising, ..." and he then almost unconsciously continues to read on. This aptly explains the first principle of advertising, "to attract attention," and the second, "to interest."

The advertisement then proceeds in very few words to compare old and new methods of producing something good: "The old way to produce something good was to produce something expensive. The new way is to use the formula: Simplicity and a Strathmore Paper. . . . How sincere, how direct, the appeal of Simplicity!"

The whole advertisement demonstrates Simplicity. If the Strathmore Paper Company can successfully express their own slogan, "Simplicity

and a Strathmore Paper," on someone else's white art stock, how much more demonstrative could they be on their own selling lines! They are prepared to put this to the test, apparently, by offering to send a portfolio of samples.

Neither does mere repetition in the same words find room in the Strathmore programme. For example, in this advertisement their slogan reads: "For Everyday Use: Simplicity and a Strathmore Paper." In another we find: "For Distinction: Simplicity and a Strathmore Paper."

Example 80 ("Remembering the Cost") presents a style of advertising which is rather unusual to-day. Entirely devoid of illustration and decoration—except for the two little flying cranes, which in the full quarto page advertisement are only about $\frac{1}{4}$ in. square—a full-line italic heading, with the message set full measure right across the page, it stands to reason that unless the "copy" has some strong selling point, the whole scheme (this advertisement is but one among others treated in similar style) fails, and represents so much wasted effort—and money.

I do not think, however, that this advertisement fails in its mission. It sets out to educate the printer by giving him a business tip when discussing business stationery.

"When your customer raises a price objection in talking of business stationery . . . he is forgetting the end in view, and there is no hope for you putting his letterhead on a good sheet of paper until you correct his point of view." There is quite a large number of printers who would not care to contradict their customers to this extent, preferring to secure the order on a cheaper paper rather than risk losing the order. But the real point at issue lies further afield. If without unnecessary sacrifice in the interests of craft the printer is prepared to

Remembering the cost and forgetting the end

When your customer raises a price objection in talking of business stationery, there is something the matter with his thinking. He is forgetting the end in view, and there is no hope for your putting his letterhead on a good sheet of paper until you correct his point of view.

Do not sell him paper. In all probability he knows very little and cares very little about paper. But if he is the sort of man to whom a fine thing appeals at all he can be sold the idea of what fine paper can do for him. And the cost of paper, like the cost of anything else, must be reckoned in terms of what it accomplishes.

The man to whom you should sell Crane's Bond is the man who has enough imagination to grasp the fact that fine business paper has an impression value which can be put to work to build good will. It has a name which has been associated for years with the largest industrial and financial institutions, and out of these years of association and service the very name "Crane" has come to stand as a symbol of high character and business integrity. As such a symbol it becomes a valuable and inexpensive creator of prestige, because every letter and every form on Crane's Bond which reaches the hands of customers have the attributes of an advertisement.

As a selling help for you, we will be glad to send to any bank or business house the Crane folders—unusually fine direct mail pieces which state the case for all new rag business paper.

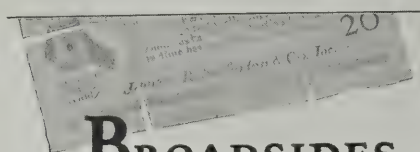
Crane's
BUSINESS PAPER

Consisting of
CRANE'S BOND CRANE'S PARCHMENT DESK CRANE'S JAPANESE LINEN CRANE'S OLD BERNARDINE
CRANE & COMPANY, INC. DALTON, MASSACHUSETTS

The Crane & Company merchants has Crane's Bond envelopes in standard sizes.

Please mention THE CAXTON MAGAZINE when ordering.

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BROADSIDES that become jig-saw puzzles

The big, all-the-puns-at-once broadside is aimed to enthrall the buyer. But does it? Not when it is printed on brittle paper that falls apart of its own weight when unfolded.

THE broadside that automatically becomes a jig-saw puzzle is much more apt to assure than to enthrall.

Next time you plan a big broadside, or any kind of mailing piece that is going to be *manhandled*, consider how much stronger and better-looking it will be on Anglo-Saxon Bond.

On Anglo-Saxon it can tell its story in a whole round of directness one after another; it can go from department to department, and from person to person, without wincing. It can be taken out to lunch or looked over on the train going

home—and still it will keep its snarl, humorous and apt.

Can you say as much of the usual 80, 90, or 100 lb. broadside paper?

Anglo-Saxon Bond, in white and eight good colors, enables you to produce two-color ideas with one-color printing. It prints and folds perfectly. Much handling doesn't mar its fine surface. It takes cuts with reasonably fine detail, and it is moderate in cost.

Anglo-Saxon is fine too, for letterheads and other business forms. Envelopes to match are available at once.

HAMPSHIRE PAPER COMPANY, South Hadley Falls, Mass.
Anglo-Saxon Bond carries the name Hampshire Paper Co. as part of the watermark, and is marked, with copyright, by the following Hampshire distributors:

Albany, N. Y.: The Paper Union Paper Corp.
Baltimore, Md.: J. Thomas Bell & Company
Boston, Mass.: Lamb Press Company, Inc.
Chicago, Ill.: Parker, Holmes & Turner Paper Co.
Cincinnati, Ohio: The Guttenberg Paper Co.
Cleveland, Ohio: The Standard Paper Co.
Columbus, Ohio: The Paper House of Columbus
Dayton, Ohio: The Paper House of Columbus
Detroit, Mich.: The Paper House of Columbus
Kansas City, Mo.: The Paper House of Columbus
Los Angeles, Calif.: The Paper House of Columbus
New York, N. Y.: The Paper House of Columbus
Philadelphia, Pa.: The Paper House of Columbus
Pittsburgh, Pa.: The Paper House of Columbus
Portland, Me.: The Paper House of Columbus
St. Louis, Mo.: The Paper House of Columbus
St. Paul, Minn.: The Paper House of Columbus
Seattle, Wash.: The Paper House of Columbus
Syracuse, N. Y.: The Paper House of Columbus
Tampa, Fla.: The Paper House of Columbus
Trenton, N. J.: The Paper House of Columbus
Wash. D. C.: The Paper House of Columbus
Wichita, Kan.: The Paper House of Columbus

ANGLO-SAXON BOND

"A HAMPSHIRE PAPER"

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Please Address Post Orders Through R. and W. Harris to Supplier

The 6 points of superiority of Dennison's Gummed Paper

1. **Unexcelled Colorfastness.** The fine different gummed papers are printed in colors that are fast to light, to heat, to moisture, to acids, to alkalis, to oils, to greases, to solvents, to all other conditions of use. The colors are fast to light, to heat, to moisture, to acids, to alkalis, to oils, to greases, to solvents, to all other conditions of use.
2. **Long Life.** Dennison's Gummed Paper is made of the purest materials, and is printed with the finest inks. It is fast to light, to heat, to moisture, to acids, to alkalis, to oils, to greases, to solvents, to all other conditions of use.
3. **Perfect Printing and Writing Surfaces.** A good printing and writing surface is essential for the production of a good result. Dennison's Gummed Paper is printed with the finest inks, and is fast to light, to heat, to moisture, to acids, to alkalis, to oils, to greases, to solvents, to all other conditions of use.
4. **Wide Range of Colors.** The Gummed Paper is printed in colors that are fast to light, to heat, to moisture, to acids, to alkalis, to oils, to greases, to solvents, to all other conditions of use.
5. **Uniform Qualities.** The ad. value of Dennison's Gummed Paper is that it is printed in colors that are fast to light, to heat, to moisture, to acids, to alkalis, to oils, to greases, to solvents, to all other conditions of use.
6. **Waterproof Packaging.** For the gummed paper you need for long life, you will appreciate Dennison's special packaging, designed to keep the paper dry and flat and in the best possible printing condition.

Ask your jobber for Dennison's Gummed Papers

Send for the Gummed Paper Sample Book and develop a profitable gummed label business. The book is free to persons and will be sent you on receipt of this coupon.



Dennison Manufacturing Co. Dept. L-10
Framingham, Mass.

Send me a free copy of the Gummed Paper Sample Book.

Name

Address

City

State

Zip

Folks-Howdy

It is going to be a very Unique display

HOOTH No. 83

We'll be glad to see you—

at Detroit, glad to show you thru the display of some of the finest direct advertising produced during the past year. You will see one of the most unique paper displays ever shown—something just a little out of the ordinary.

Maybe you'll find an idea or two to carry away with you.

D. M. A. A. Convention at
Detroit, October 20-21-22

"Making Them Reach for It"

That's the title of a book which will be circulated at the Convention a booklet telling you how to make the prospect reach for the advertising you produce when it is placed upon his desk.

Of course you can have a copy. If you are unable to attend the convention, write and ask for it.



PENINSULAR PAPER COMPANY

Makers of Cover Papers Agents to all Principal Cities

YPSILANTI

MICHIGAN



CHARACTER

Get more of it into your sales literature. Into your booklets, your portfolios, counter letters, and broadsides. For also your customer just as surely as your printed salesmanship as it does with your invisible salesmen!

Unique papers help the salesman tremendously to put character into your printed matter. Less finely surfaced papers handle him—and lower the sales value of the finished job. Experience has proved it many times, if proof were necessary.

Since 1908, fine coated papers have been the sole output of The Martin Co. and Company. Some other firms have been noted for their impressive printing surfaces. Write for book of sample papers. The Martin Co. and Company, Dept. 306, Newburgh, N. Y.

CONTEST WINNER

of the contest

of the contest

of the contest

of the contest

of the contest

of the contest

Cantine's

COATED PAPERS

CANFOLD

ASHOKAN

ESOPUS

VELVETONE

LITHO C15

EXAMPLE 81

EXAMPLE 83

EXAMPLE 82

EXAMPLE 84

let some inquiries pass him by because he does not think he could do justice to them at the price, if the printer wants to turn out his work as he honestly thinks it should be turned out, then it is his duty to try, diplomatically of course, to persuade his customer to his way of thinking—and then strain every effort to prove his advice was worth taking by producing *the goods*.

It is here where the second paragraph of Example 80 proves helpful. It says: "Do not sell him paper. In all probability he knows very little and cares very little about paper. But if he is the sort of man to whom a fine thing appeals at all, he can be sold the idea of what fine paper can do for him. And the cost of paper, like the cost of anything else, must be reckoned in terms of what it accomplishes." There are many printers who would not accept the *cheap* job because they cannot afford to damage their reputations as fine printers. Some have made such a life study of the art, and have such confidence in the thoroughness of their knowledge, that they would not allow the non-practical man to make constructional alterations, and would rather turn the job down and be out of pocket than suffer their efforts to be so maltreated. Such a man takes great pride in his work, and is a credit to the profession which he serves; but it does not alter the fact that cheaper work is also as essential and necessary. If we agree that all work should be *the best of its kind*, then we are nearer the mark, and the good average printer "can breathe once more."

But to return to Crane's Business Papers Crane's say: "Do not sell him paper . . . he can be sold the idea of what fine paper can do for him." This is only partly true. You sell the whole idea—composition, printing, paper, service—and the trained skill required to produce a satisfactory whole. These are some of the thoughts that run through one's mind when reading such advertisements as these—and it is this influence to help the reader to think for himself instead of being led or driven that finally makes good business friends and builds sound businesses.

Before leaving Bond Papers, look at Example 81 (Broadsides), wherein the Hampshire Paper Company have something to say about their Anglo-Saxon Bond. Their line of argument is entirely different. "Broadsides that become jig-saw puzzles" may sound rather far-fetched; but there is a great deal to be said against using cheap, woody paper for anything—particularly broadsides—that will have to submit to much handling. "The big, all-the-guns-at-once broadside is aimed to infuse the buyer." This is a very important point to remember; so also is its printing surface; it should fold well, not crack nor crease, and should be firm to the touch.

Compare the treatment of this Example 80 with Example 81. The former is having a "straight talk," with treatment of lay-out to correspond. The latter is adopting the same principle, but using an entirely different motif, with strong treatment. Both are for bond papers.

Example 82 is an advertisement for Dennison's Gummed Paper. Here are presented six points:

(1) Different gummings for different surfaces.

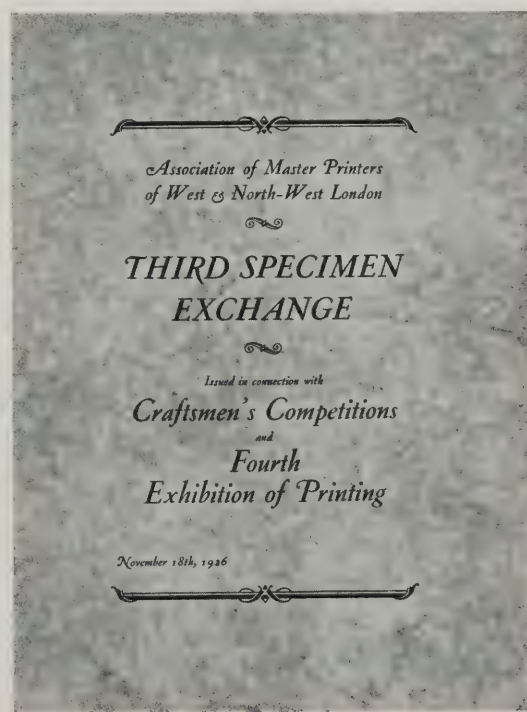
(2) Lies flat—which means quicker printing, better register, neater packing. (3) Perfect printing and writing surfaces. (4) Range of colours, weights and grades. (5) Uniform quality—evenly gummed, free from specks and imperfections. (6) Delivered in waterproof packing—keeping paper dry and flat, and in the best possible printing condition.

These are all points well worth bearing in mind—guarantees like these should relieve buyers of a lot of worry.

Example 83 ("Folks-Howdy") is of an entirely different character. The Peninsular Paper Company deliberately tell you nothing about their cover papers, but hope to meet buyers at the D.M.A.A. Convention, where they will be "glad to show you thru the display of some of the finest direct advertising produced during the past year . . . Maybe you'll find an idea or two to carry away with you." At the Convention they will be circulating a booklet, "Making Them Reach For It," but if you are unable to go to the Convention a copy will be sent on request.

Example 84 ("Character") has a very direct message. "Get more of it into your sales literature. . . . For character *impresses* just as surely in your printed salesmanship as it does with your travelling salesmen. Cantine Papers help the pressman tremendously to put character into your printed matter." All of this rings very true—a firm who makes only art paper would not care to risk adding that last sentence unless it could be substantiated.

Art papers vary in quality as well as in price to an extent that is not always fully realised at times when tempting offers of very cheap lines happen along—the "body" and the surface are both very



EXAMPLE 85

important where a good art paper is required. Inks used should also receive special consideration. Whenever any doubt exists in this direction, do not waste time on the machine with a lot of experiments unless you have absolutely nothing else to do, but consult the ink maker, letting him have at the same time a piece of the paper to be used. The ink maker will probably put his chemist on to the job, and perhaps save you pounds in lost time—and save you a customer.

Now, I want my paper trade friends to believe that these examples have been chosen because I think the advice they contain will help the printer; because they represent a style of advertising which is useful as well as suggestive; and because I did not happen to come across advertisements in our own trade journals that seemed to be “so full of life and energy.” But I should very much like to hear from the British paper houses as to the methods they adopt to foster and increase trade; and if they would be good enough to write me at 8, Aubert Park, Highbury, N.5, I shall be only too pleased to consider how I can give them the best attention in these columns. I am a firm believer in “British and best,” but am ever ready to say “Thank you” to the men of any nation from whom I learn something—and if possible pass it on—concerning the fine old craft of Printing.

Just as I am closing these notes I have received a Portfolio of Specimens from the West and North-West London Master Printers' Association, issued in connection with their Fourth Annual Exhibition of Printing.

Example 85 shows the cover of this portfolio; and it may interest readers to know the paper was

set up without any lay-out in under half-an-hour as a “rush job” by two men working together. One set up the words while the other arranged and spaced the lines.

The type used is Mazarin Italic—and a very fine series it is. Graceful and dignified, with a freedom from restraint in design, and a strength of line that permits of many uses—it has been used here to distinct advantage. The decorated capitals give just that touch of the artist which helps the printed page without visible effort. Printed in chocolate and deep red on a 13 in. by 10½ in. grey Baypath Board, the simple treatment and spacing out makes a fine introduction to an interesting collection of specimens.

APPRECIATIONS.

ALPHA.—Try a stiff ink and hard packing for Bond paper.

F. C. FRENCH.—It would be much better for you to do a simple piece of work than to send in any old job which you may come across.

PHILIPSON & SON LTD. (Newcastle-on-Tyne).—Your blotter ideas and the method of treatment show much forethought. The steel-grey colouring for “A Northern Bridge” lends itself admirably to the “good idea.” Blotter came to hand in sadly crushed condition.

This being the month of Christmas, printers are no doubt too busy trying to keep abreast of their orders to trouble about sending along any specimens for review. But among the jobs going through the factory now there are probably many of which they are justly proud. Just make a note to send along a few of these samples *early* in the New Year. Seasonal work, such as greeting cards, calendars, etc., would also be appreciated. Address them direct to H. Naylor, 8, Aubert Park, Highbury, London, N.5.

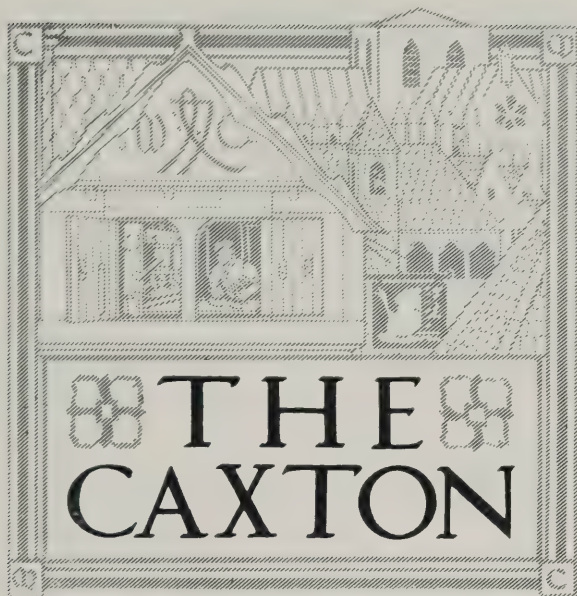
The Monotype

THE Lanston Monotype Corporation, Ltd., wish to apologise for the delay in issuing their specimen book of pages selected from recent books set on the Monotype machine. It was anticipated that the publication would have been ready early this month, but there has been some delay in consequence of the fact that further specimens are still being received, and as it is the firm's wish to make this book as comprehensive as possible, the publication has been deferred in order to do so. Readers who have not already applied for their copy are requested to do so without delay, when their name will be added to the list.

ILLUSTRATED NEWSPAPERS, LTD., with a capital of £3,200,000, combines The Graphic, founded in 1869, The Drapers' Record (1887), The Sphere (1900), The Tatler (1901), Men's Wear (1902), The Bystander (1903), and Eve (1919), and a controlling interest is acquired in The Illustrated London News (founded in 1842) and The Sketch (founded in 1893). Mr. William Harrison, the chairman of the company, and the principal in the negotiations for the purchase of the periodicals taken over, is a leading figure in the paper trade, and is chairman of the Inveresk and other papermaking concerns. Other directors are Mr. William Graham, vice-chairman of the company, who was the chairman of Sphere and Tatler, Ltd., and also of Amalgamated Trade Publications, Ltd., which owned The Drapers' Record

and Men's Wear; Lieut.-Col. W. N. Campbell, C.S.I., C.M.G., D.S.O., general manager of Sphere and Tatler, Ltd.; Mr. Bruce S. Ingram, O.B.E., M.C., a grandson of Mr. Herbert Ingram, the founder of The Illustrated London News, and the second son of Sir William Ingram; Mr. Edward Huskinson, editor of The Tatler and founder and the editor of Eve; Mr. George J. Maddick, managing director of The Illustrated London News and Sketch, Ltd., and assistant editor of The Sporting and Dramatic News; Mr. Edward W. Allen, managing director of Olive & Partington, Ltd., paper manufacturers; Mr. Henry James Stowell, managing director of the Amalgamated Trade Publications, Ltd.; Mr. George A. Pike, director of the Inveresk Paper Company, and of the International Pulp and Chemical Company; and Mr. John Rowley, a director of Thomas Chalmers & Sons, Ltd., paper manufacturers.

THE Cardiff Master Printers' Association has decided to set up a technical library for the use of the printing trade and its employees, and an offer has been before the Association by the Librarian of the Cardiff Central Library that a special section should be set apart in the reference department, that the technical and historical books on printing and publishing be placed in it, and that the Master Printers' Association purchase further technical books as might be required.



London, December, 1926.

HEARTY congratulations have poured in upon the House of Bemrose this month during their centenary celebrations. We join in these. Apart from the romantic story entwined in this piece of industrial history which is unfolded in some of the speeches delivered in Derby, the printing trade owes a special debt of gratitude to members of this family. In the development of technical education, the encouragement of good typography, the movement for betterment, and the desire for a greater efficiency, the late Sir Henry Bemrose and the present head of the firm, Brigadier-General W. Wright Bemrose, have been distinguished leaders. To the latter we in these days are still looking with hope. At Derby there is almost an ideal atmosphere. Few great industrial firms in the country could show such a spirit of co-operation and goodwill as prevails among nearly 1,000 workers. It has come down from generation to generation, and now pervades the whole place. There has been no more interested member of the Joint Industrial Council than General Bemrose, and we are looking to his leadership of the special committee which has just been set up to find a way by which the harmony and prosperity of his own establishment could be extended throughout the whole trade.

The Significance of Pantone

IN the November issue we included a specimen supplement of this new process, and the following points will be of interest. In using the Pantone process the plates are not offset-printed, they are not litho-printed, but are run on a letterpress machine; yet the halftones are strictly planographic blocks—planographic blocks that are for all practical purposes indestructible, and which print just as well on letterpress as on litho machines. The letterpress matter is printed at the same time from type. We are proud that the November issues of *THE CAXTON MAGAZINE* and our sister journal *The Modern Lithographer* should be the first in the world to have an article and illustrations printed in this original way.

Very little skill is required in printing, given a sufficient pressure and the right amount of ink; the plates will go on printing indefinitely, and they cannot be spoilt. At present Pantone is in the demonstration stage, and the inventor, Mr. Ronald Trist, is developing it rapidly. Mr. Guy Symmons, who has worked with Mr. Trist, has been known as one of our most prominent and advanced workers in illustration and printing processes for many years, and his name carries with it the maximum of confidence. Among his recent achievements at the Sun Engraving Company at Watford is the perfecting of the photogravure process not only in monochrome, but particularly in colour; the results he has obtained are extremely beautiful.

Pantone can only be described as a revolution in printing technique; but it is a beneficial one which should do much to benefit the printing trade. There is nothing to prevent the plates being used on either litho as well as letterpress machines, and although for the present attention seems to be mainly confined to its application to letterpress, we anticipate a field of great usefulness in its adoption by lithographers. All the difficulties due to moisture, such for example as paper stretching and irregularities caused by variation in dampness, are eliminated at one stroke, and, in addition, plates can be prepared by step-and-repeat methods, and almost as quickly as ordinary photolitho plates. No extra pressure will be required in printing the new plates by direct lithography. Satisfactory results have been obtained by offsetting, but an important feature of Pantone is that great pressure can be applied in direct printing on rough papers without impairing the quality of the print, so that some at least of the disadvantages of offsetting are removed. On the other hand, offset printing will probably use less ink.

It is a great achievement to introduce a process which differs fundamentally from anything that has been done before in practical printing, and to show perfect results from the earliest plates that are demonstrated. Pantone, in fact, is so simple and so perfect from a technical standpoint that it is difficult to grasp its full potentialities.

A company has been formed to supply the plates, but conditions under which these will be supplied to the trade have not yet been made known. Pantone is so adaptable and so valuable both to letterpress printers and lithographers that, providing it is presented to the trade in a sufficiently attractive form, we anticipate that it will be very widely used. The technical side is proved, and the commercial presentation of the process will be awaited with the utmost interest. It seems likely that the majority of printers are potential users of Pantone if the terms are satisfactory and the plates can be easily obtained.

We have on several occasions referred to the need and the advantages of technical research. No industry can make real progress by rough, and often empirical, experiments made in the workshops by workers who have not the right kind of mind for such work or who have not received the right kind of training for investigating technical problems, even though they may be good and efficient craftsmen. Original research requires an entirely different habit of mind from that which is engen-

dered by the surroundings of the factory, and it is frequently found that new discoveries are made by men who are not directly associated with the branch of industry concerned.

The inventor of Pantone, Mr. Ronald Trist, is an engineer who has applied his mind, which works along original lines and is trained in investigation and research, to the problems involved in this new method of printing. Surely this is a striking example of what can be done to advance our craft if only we set about it in the right way and utilise the right means for the job. Progress comes when effort and practice are properly united; lithography, for example, has made great technical progress in recent years in workshop practice because craftsmen are better trained and know the reason for each operation that is carried out. What is required to hasten our advance in England is systematic technical research conducted by trained investigators working in collaboration with far-seeing and efficiently trained craftsmen in laboratories and workshops set aside for the purpose.

Obituary

MR. E. R. ALEXANDER.—We regret to have to record the death, at Leytonstone, of Mr. Edward Reuben Alexander, in his eighty-fourth year. A man of conspicuous energy, it can hardly be said that he looked or even felt his years until fifteen months ago, when he underwent a serious operation for the removal of an internal growth, which was found to be of a cancerous nature, and eventually proved fatal. He had been a resident of Leyton for nearly fifty years, and took his share of public life, having served as a member of the old School Board and also as a member of the Essex County Council. Widely as he was known and respected in Leyton, he was even more widely known and respected in the printing world, where his name for many years has been held in high esteem. Apprenticed in 1857, he successively climbed the ladder from journeyman to overseer, to manager, proprietor and director, being associated during this progression with some of the best known houses in the trade. In 1894, with his sons, he founded the business of E. R. Alexander & Sons at the Era Press, Leyton. For family reasons it was converted into a private limited liability company in 1918. He was chairman of the company up to the time of his death. His activities in the trade were not confined to his own business, as he took a leading part in the London Master Printers' Association, being a past president of the East and North-East District Association, a member of the Council of the parent body, and in membership of its Organisation, Imprint and Colour Litho Committees. He devoted nearly all his leisure to the advancement of the technical education of printers, being, in fact, the principal of the pioneer classes held in this country at the People's Palace, Mile End Road. For thirty-seven years he was also principal of the typographical classes held at the Regent Street Polytechnic, and when these were taken over by the London County Council he accepted an invitation to a seat on the governing body of the St.

Bride's Foundation Institute, which controlled the whole of the classes connected with the printing trade. His work in connection with technical education was undertaken with the same enthusiasm and determination which marked all his efforts. Associated with craft improvement, he endeavoured to inculcate lessons of social and moral uplift, and frequently said that his great mission in life was to "make men better printers and printers better men."

MR. R. G. CANNING.—We regret to announce the death of Mr. Robert George Canning, for many years the esteemed head of the photo-process, engraving and electrotyping department of W. & G. Baird, Ltd., Belfast. The sad intelligence will come in the nature of a shock to Mr. Canning's many friends in business and private life. The late Mr. Canning, who was fifty-nine years of age, has for the past thirty years continuously served with conspicuous zeal, energy and ability W. & G. Baird, Ltd. All through that long period he enjoyed the fullest confidence and esteem of the principals, Sir Robert Baird, D.L., Major William Baird, J.P., and Mr. James M'Quitty; while by his colleagues in all departments of W. & G. Baird and The Belfast Telegraph he was held in the highest regard, and his sudden death has cast a heavy shadow of personal loss over the entire establishment.

MR. F. PERSHKE.—We regret to announce the death of Mr. Fred Pershke, aged 75, for many years managing director of Berger & Wirth, London, Ltd., printing ink makers, a position from which he retired in 1914, and previously manager of the litho department at Cassell & Co., Ltd. Mr. Pershke's greatest interest in life was lithography. For many years he kept a small lithographic press in his private office, and was constantly carrying out experiments connected with the process. All his life was spent in close connection with the printing trade, and all his sons have followed his lead.

Printers' Pension Corporation

Annual Festival

THE Connaught Rooms in London becomes once a year the Mecca of printerdom. Thither the tribes go up from all parts of the country. Time after time these hundreds of men representing every section of our trade demonstrate to one another their craft pride and beautiful zeal in their love and honour of their old or stricken colleagues and the little ones of their comrades who fell in the war. Incidentally, too, they create wonder in the eyes of any who visit the festival for the first time and see such unity and discover the breadth of such benevolence.

This year's festival maintained the high level which it has now reached. Every available chair was occupied, and there must have been many who would have been present could room have been found for them.

Next year the Corporation celebrates its centenary, and then we believe opportunity will be found for all who wish to attend. It will most likely be the greatest demonstration ever made of the glory which clusters around this festival. It was just possible to detect an undertone of reserve in this year's proceedings, as though we were taking breath for next year's mighty outburst of enthusiasm.

But enthusiasm, geniality and pride were not lacking, and when Viscount Burnham entered the Banqueting Hall he was received with that genuine applause which will always be accorded to him in any gathering of printers.

Lord Burnham was supported at the top table by the Rt. Hon. Lord Riddell (Vice-President), Colonel Sir Charles C. Wakefield, Bt., D.L., C.B.E., Sir William Acland, Bt., M.C., A.F.C., Sir Herbert E. Morgan, K.B.E. (Vice-President), Alderman Sir William A. Waterlow, K.B.E. (Vice-President), the Hon. Mr. Justice A. McCardie, the Rt. Hon. the Lord Mayor (Sir G. Rowland Blades, Bt., M.P.), Mr. W. Lints Smith, Sir Emsley Carr, F.J.L., Mr. E. Festus Kelly, J.P., Mr. Harry Lloyd, Mr. Wm. Harrison, LL.B., Brig.-General Neville Campbell, Mr. William Graham, Mr. Stanley Cousins, Mr. E. H. Raynham, Mr. A. E. Blades, Mr. H. C. Oglethorpe, Mr. G. Holt Thomas, Rt. Hon. C. A. McCurdy, K.C., Lieut.-Colonel E. F. Lawson, D.S.O., M.C., Mr. W. A. Clowes, Mr. J. A. Stembridge (President, Federation of Master Printers of Great Britain, steward), Capt. Oscar V. Viney (President of Home Counties Master Printers' Alliance, steward), Mr. W. M. W. Thomas, Mr. J. H. Williams, Mr. B. F. Crossfield, Major F. H. Bowater, Mr. Fred Barraclough, Mr. Wareham Smith, Mr. H. D. Caslon, Mr. Ralph S. Caslon, Mr. Chris. A. Caslon, Mr. A. H. Caslon, Mr. Edgar E. Harrison, Mr. Victor B. Harrison, General W. Bemrose, Mr. R. A. Austen-Leigh, Mr. Ralph C. Hazell, Mr. H. M. Stevenson, jun., Mr. W. S. Sisson, Mr. H. Furnival, Major W. L. Powrie, Mr. E. Noel Barker, Mr. T. W. Fletcher, Alderman Charles Pascall, J.P. (Mayor of Hammersmith), Mr. B. G. Harrison, Mr. E. F. Treen, Colonel W. D. Coles, Mr. W. L. Harrild, Mr. F. A. Cooper, Mr. A. Q. Cooper, Mr. F. W. Cheyney, Mr. H.

Ling, Mr. F. Gibbens, Mr. Geo. A. Wilde, Mr. Edgar Fifoot, Mr. R. B. Simnett (President, London Master Printers' Association, steward), Mr. Lionel G. Chater, Mr. H. A. Rutt, Mr. A. D. Chater, Mr. F. V. Waterhouse, Mr. Henry Thornton Rutter, Mr. John Fry, Colonel Roy Truscott, Captain J. B. H. Doyle, O.B.E., Mr. J. C. Akerman, Mr. J. M. Blanch, Mr. P. A. Goudie, Mr. John Cowley, Mr. M. Hildred Causton, Mr. S. H. L. Causton, Mr. Walter Haddon, Mr. H. A. Bethell (Warrington), Mr. Fred Waterhouse (Bolton), Mr. George Petty, Mr. J. M. Bathgate, Mr. Sydney Spalding, Mr. Thomas Darrington, C.C., Mr. G. Rooke Collingridge, Mr. F. F. W. Oldfield, Mr. Joseph Mortimer, O.B.E. (Secretary).

Others present included Messrs. E. C. Austen-Leigh, H. C. Bolton, F. R. Briant, F. W. Bridges, H. J. Brown, W. I. Burch, F. J. Caine, C. H. Crabtree, J. Crowle-Smith, C. Dalziel, H. Dalziel, G. W. Davis, G. W. Drewitt, C. J. Drummond, C. S. Elliott, R. B. Fishenden, T. W. George, R. R. Gibbs, Frank Goldstone, A. E. Goodwin, A. G. Gronow, J. Griffiths, F. G. Hart, F. Hedger, H. Wilson Howes, C. W. Iveson, G. W. Jones, A. Langley, E. C. Langley, A. R. Linforth, G. T. Loveland, T. W. McAra, H. McCorquodale, T. E. Naylor, M.P., A. O'Connor, F. R. Palmer, A. W. Paul, W. A. Perkins, G. Petty, E. Quick, H. R. Reid, W. D. Retzema, G. P. Reveirs, C. H. Roud, J. E. Shaw, Percy Squires, G. Tams, W. C. Warren, W. T. Welfare, T. E. Wells, E. W. Whittle, and C. S. Yeates.

After the loyal toast had been honoured the President proposed

"THE CONTINUED PROSPERITY OF THE PRINTERS' PENSION, ALMSHOUSE AND ORPHAN CORPORATION."

In doing so he said: It is now thirty-five years, more than a generation of men, since my father filled this office with what I venture to call the great heartedness which gave him his place, not only in the affections of the printers of his time, but, I hope, in the affections of the people of his time of all sorts and conditions. (Applause.) I turned back yesterday to the report of that festival, and the best thing I could do to-night would be to make his speech over again. On that occasion I responded for the stewards, but mercifully I was not reported. (Laughter.) Then in this Corporation there were two hundred pensioners. Now there are more than one thousand aged printers and their widows receiving pensions. The annual sum distributed among them then was three thousand pounds; now it is eight times as much. (Applause.) The Speaker of the House of Commons assures the Lord Commissioners of the Crown, on his election to his high office, that he is merely the voice of the House. So to-night I am merely the voice of this Corporation, and in its name I beg to assure you that thrift—and the proverb is as true as it ever was, "Practice thrift or else you'll drift"—thrift is the saving virtue of this old fashioned institution. (Hear, hear.) Every printer elected to a pension must have subscribed personally during his working days for at least ten years,

and the amount of the pension is increased in ratio to each year's subscription beyond the

THE ALMSHOUSES.

minimum. Our almshouses are, as you know, situated at Wood Green, and eight hundred pounds a year is distributed in benefit to these old people. If you have the spirit of reverence in you, as I know you all have, these almshouses must seem to you, as they do to me, to have a poignant appeal to our sympathies, and be the same for many men as the Charterhouse where Colonel Newcome said his final Adsum. The total amount given out in benefits now is £34,000 a year among 1,800 pensioners. (Applause.) When my old friend Lord Riddell, whom I am glad to have seated on my right hand, presided over the festival of 1918, he suggested that a fund should be created for the benefit of the children of printers killed during the war. (Applause.) You will see on the frontispiece of the delightful book which enumerates the figures of the festival, a picture of Britannia in her robe of mourning protecting the orphans of the soldiers who died for the honour and the

THE WAR ORPHANS.

safety of England. The Council acted upon Lord Riddell's suggestion, and since that date the sum of £61,000 has been distributed in weekly grants to those orphans—of course I use orphan in the official sense of the word. It is hoped to keep this fund in being until the last child shall have reached the age of fourteen years, and this will necessitate a further expenditure in grants of £25,000. All this work falls to the members of the Council, and they devote themselves with a loyal sense of duty and friendship which is beyond all praise to its performance. (Hear, hear.) Every case is examined with sympathy and discrimination, and there is no formality nor red tape about our methods of administration. (Hear, hear.) We put our trust, and we never put it in vain, in a faithful and enthusiastic band of loyal collectors; and it is to the activities of these bands of brothers, known as the Auxiliaries and Pension Associations, that the great fund owes much of its success. (Applause.) The stewards whose names are in the Festival Book that is in your hands are indeed zealous in the cause of charity, and they have now behind them a noble tradition of zealotry which nothing can disturb nor diminish. The stewards' list that is set out in the record of this evening reaches a total figure which has astounded me, and, considering the circumstances of the times, it is, I think, in itself a wonderful achievement. (Hear,

A FRIENDLY TRADE.

hear.) Now, gentlemen, the printing trade has always been a friendly trade in our relations one with another—partly, I think, because it has in the past been so largely made up of family concerns. (Hear, hear.) The numbers employed in each establishment have certainly up to the present not been such as to preclude a pleasant sense of personal interest from sweetening the common life of our enlightened industry, and the traditions of fine craftsmanship handed down from father to son in all the range and variety of these functions, have made for harmonious working in the partnership of joint endeavour. (Hear, hear.) We have always had a common pride in good and honest work, that has survived what I understand we are to call not the mechanicalisation—which I agree is a horrid

barbarism—but the mechanisation of all the processes of production. Printing is the art which, as we know, preserves all other arts, and it is as an art, and if you like an industrial art, that we still regard it. We have just passed through the most prolonged and disastrous strife that the industrial life of this country has ever experienced, a strife which has not yet ended, although its end seems near at hand. So far as our immediate interests were concerned, we only had the short spasm of the general strike. Well, I can confidently say, because I had what was perhaps the leading part in making the settlement in the newspaper section of the London trade—(hear, hear)—that in spite of some hard swearing and hectic moments, it has left no legacy of ill will

OLD SCORES WIPED OUT.

or vindictiveness behind it. (Great applause.) We wiped out the old scores and we have started again with a clean sheet. What better proof of mutual respect and mutual confidence could we have than the heartfelt resolve to help one another over life's difficulties and life's decrepitudes that has been shown in all the workshops and offices during the last few months and in the inception of to-night's festival. (Hear, hear.) One hears a good deal in these days of the necessity of a change of heart in the relations of capital and labour, of employers and employed in the industrial world. Well, it may be so, but in the printing trade, if we could manage our affairs and regulate our dealings with one another within our own household, in the spirit of this century old Corporation, we could not do better. Agreements and disagreements it may be we must always have, but I have always realised the wit and wisdom of the saying, "I don't object to the deal; what I object to is the shuffle after."

THINGS BETTER THAN THEY WERE.

(Laughter and applause.) Things are much better in many ways to-day than they were; printing shops, composing rooms, foundries and machine rooms are much healthier than they used to be, and if everybody does not like the open door we all believe much more in the open window than we did. (Laughter.) The illness and the disease that were aforetime rife in certain branches of our calling, and incident to its necessities, are much on the wane, and will, I believe, soon be reduced to very small proportions. The physical conditions of the trade are vastly better than they were, and I am glad to say the hours of labour are much shorter. (Hear, hear.) I will not say that all the conditions and surroundings of the art of printing are artistic, although they have certainly lost a good deal of their grime and their depression. Well, we printers do not a little to make modern life what it is; all the world in these days rushes into print. A question that old John Bunyan put in his "Author's Apology to Pilgrim's Progress—" "Some said 'John, print it'; others 'Not so.' Some said it might do good, others said "no"—that question has been answered in our day with a universal 'ay.'" Men and women want to see not only their words in print, but their faces in print; or at least the faces that were theirs some years ago. (Laughter.) All carriers, so medical science tells us, are not the carriers of

A BENEFICENT CARRIER.

health and wealth; but the printer is the carrier of human knowledge, and the printing trade is the carrying trade of human intelligence. So on the whole, with all our devilries, I think we

Printers' Pension Corporation

Patron - His Majesty The King.
President - His Royal Highness The Prince of Wales, K.G.

This Institution appeals for Support to:—

**All who have written and all who have
read,
Newspaper Proprietors,
Master Printers,
Managers and
all engaged in the Printing Industry**

**IT SUPPORTS THE AGED AND
INCAPACITATED PRINTER AND HIS WIDOW.
IT EDUCATES AND MAINTAINS THE ORPHAN
CHILDREN OF PRINTERS.**

**1,800 Recipients of benefits.
£34,000 a year expended in Benefits.**

FUNDS URGENTLY NEEDED.
Three Hundred Aged Candidates Waiting Election.

SPECIAL APPEAL

For Grants to Children of Printers Killed in the War.

**Every Printer in the United Kingdom is eligible
to Subscribe for Benefit in Old Age.**

Contributions gratefully received by the Secretary—

JOSEPH MORTIMER,
Gray's Inn Chambers,
20, High Holborn, LONDON, W.C.1

Please say you saw the Advertisement in THE CAXTON MAGAZINE.

deserve well of the State. This Corporation is the great guild of the printing trade, which provides for the sick and aged, and protects those who are afflicted and distressed from the worst blows of outrageous fortune. As an old printer and publisher, the third of my line, one who is not yet a corporation, not even a corporation sole, I ask to-night for your hearty support in increasing the power for good and sustaining the helping hand of this grand old guild of British printers. (Applause.) Gentlemen, I have the honour to couple with the toast the honoured name of Mr. C. J. Drummond, Chairman of Council. (Renewed applause.) In my earliest days in the printing trade Mr. Drummond was always to the fore; he is now our grand old man, whom we bring forward for exhibition on all festive occasions. If there is a pageant in London next year he will be one of the principal figures. He has been a devoted servant of the public from his youth upwards, and I think he has also been a devoted servant of the trade in which he began his career. I know that to him and his colleagues I owe whatever success I may achieve this evening, and recognising my disadvantages—first, that I follow men like Lord Riddell in the chair, and, secondly, that I am competing to-night with no less illustrious a personage than our President, His Royal Highness the Prince of Wales, who is in the chair of the Royal Literary Society at the Guildhall—I believe we shall do passing well. (Hear, hear.) May I say that our President, the Prince of Wales, this morning wished me and this gathering the best of luck, and said that it was not his fault that he was taking away any of the support that ought to be ours. (Applause.) With those feelings I give you the toast of "The Printers' Pension Corporation." May it flourish root and branch, and may it continue for ever. (Renewed applause.)

CHAIRMAN OF THE COUNCIL.

The toast was drunk with enthusiasm. It was responded to by Mr. C. J. Drummond, M.B.E., J.P. (Chairman of Council), who said: Lord Burnham, my lords and gentlemen, you will readily understand how proud I feel to-night, and I am sure you will equally understand that I realise the responsibility of being here. It has been my privilege to be associated with this grand Corporation from the time when I came to this great City of London in the sixties; and little did I think when I first paid my humble subscription that it would ever fall to my lot to occupy the proud position I occupy to-night. I want to thank you most warmly on behalf of myself and colleagues for the cordial way in which you received the toast—may I make the suggestion that in a gathering of printers it would be next to impossible to receive it in any other way. I venture to say, and I say it on reflection, that of all the trades in the kingdom there is not one that is comparable with the printing trade from the charitable point of view. (Hear, hear.) Those of you who are here know even better than I know to-day that there are very few journeyman printers who leave their printing office any week of their lives without putting their hands pretty deeply into their pockets for the various charities with which they are proud to be associated. I hardly know how to reply to the tribute, my lord, because you have interested us so very much in dealing in general but very gratifying terms with the trade as a whole. It fell to my lot at one time, and I thought nothing of it at the time, to

be practically the guardian of the printing trade in London, because there was a time when there was no Master Printers' Association, and when anybody and everybody—masters and men—who had any doubt on any question had to come to me in Racquet Court to know what they should do and what not. That was a very responsible position, and I held it for a good many years. I gave decisions not only in London, but in the provinces, and even in the colonies and the United States; and I was proud to say that every decision I gave was helpful, and in no case was it rejected. That was tremendous responsibility, and of course we are living in better times to-day. We are proud to have the Master Printers' Association. My lord, the audience have not come here to hear me, but to hear you and the other speakers who have to follow; but I should like, if I may, however briefly, to express in the name of the Council our thanks for your interest in the Institution represented by this wonderful gathering. I would also like to say how pleased we are at what you have called our attention to—that in 1918 we started that wonderful fund for the printers' orphans which, thanks to everyone present and to others not here, has been so huge a success. Thirdly, I would

NEXT YEAR.

like to say that we are all looking forward, as you have reminded us, to next year, when we shall celebrate our centenary, and when we all hope to meet, if possible in a larger place than to-night, on that very important occasion. As one privileged to serve upon the Council—and it is a privilege, and a privilege for which we are all most grateful to you who provide the funds we administer—I venture to say, and you can prove it for yourselves, that there is no charity in this kingdom that is run upon more economic lines than the Printers' Pension Corporation. Believe me, we try every month, when we meet, to see how economically the Institution can be run, never forgetting the duty we owe to those who have appointed us. I ought not to omit to say, ever so briefly but ever so sincerely, that our duties as members of the Council would be very difficult were we not supported right royally and right loyally by our good friend Mr. Mortimer, the Secretary, to whom we owe so much and to whom you gentlemen owe so much as well. My lords and gentlemen, I thank you very much. (Applause.)

"THE PRESS."

Alderman Sir Charles C. Wakefield, Bt., C.B.E., proposed "The Press." He said: Lord Burnham, my lords and gentlemen, I do not know why I have been honoured with the task of submitting to you the toast of "The Press" this evening, but I am very glad indeed that it should have fallen to me. We frequently refer to the power of the Press, but to do justice to the spirit of large-hearted charity in which that power is exercised does not occur too frequently. If one were to compute the commercial value of the space freely devoted to the interests of patriotic and charitable movements of all sections of the Press, its wonderfully open-handed generosity would be clear to all. The Press does not praise itself. Let us then all recognise this evening that aspect of its services to society. Speaking for myself, I acknowledge with deep gratitude the many kindnesses I have received at the hands of the Press, both personally and for public affairs with which I have been associated.

I have one unforgettable experience of the power of the Press. During my office as Lord Mayor I was present at a luncheon at the Cannon Street Hotel, which was to be addressed by the then Prime Minister (Mr. Asquith). Just before the function began a telephone message came from the Prime Minister. It said that news had just been received of the death of Lord Kitchener, and we had to announce the tragic event in the city. The unparalleled shock caused by the terrible and unexpected blow to the national cause will not soon be forgotten. In alluding to the great disaster I made use of words to this effect: That in the truest sense of the word Lord Kitchener was not dead, that his spirit would go marching on, inspiring us to final victory. In one of the newspapers this appeared, with the heading, "Lord Kitchener not Dead, says the Lord Mayor." At once there were rumours, and a large and excited crowd appeared at the Mansion House, and—this is the point I want to make—I learned then, in those tragic circumstances, of the special care which public men must take in avoiding vagueness in their public announcements; and probably to-day my speech will be prosaic in character, because I do not now use any metaphor. It is not always realised how the Fourth Estate of the Realm tends, in spite of itself, to exert an even greater influence than is implied in that time-honoured phrase; in my opinion the Press of to-day decides and directs the opinions and progress of nations. The pressman, in his hours of ease, is a delightful host, as I know from very pleasant memories of the Press Club. To quaff the wine of friendship in his company is to be one of the elect. But the power of the Press is, of course, drawn from other sources; it is because in his professional capacity the journalist—editor, leader writer or news gatherer—has a high, even a stern, sense of public duty that the Press retains its enormous power. The Press demands from those who serve it many and various qualities. Their knowledge must be universal—or it must be made to seem so at any rate. They must be quick of wit and at the same time scrupulously careful and accurate. But above all they must every day and in every way be obedient to the grand tradition of service to the public. The modern Press, in these hasty, feverish times, operates by methods that would greatly shock the grand old men of Victorian times. But tremendous as the changes have been, and they are still in progress, the beacon light of duty still burns steady and strong. It is because that high standard is still upheld that we are able, in reviewing the undoubted social advancement that has been achieved in the last two generations, to give to the large and public spirited influence of the Press a great measure of the credit. I wish to couple with this toast the name of the Rt. Hon. Charles A. McCurdy, K.C., who is, I understand to reply to this toast on very short notice. (Applause.)

The President at this point read the following letter from the Hon. Esmond C. Harmsworth, M.P., who had been announced in the programme as responding to the toast of "The Press": "Dear Sir,—I was extremely sorry to have to let you know that I should be unable to attend the Printers' Pension Corporation dinner. My cold has developed into laryngitis, and my doctor refuses to hear of my going out to-night. I had been keenly looking forward to the occasion, and hope it may be only a pleasure deferred."

The President added that he was sure all deeply regretted that Mr. Harmsworth, who would have spoken for one of the greatest newspaper firms, was unable to be present, even though they had so admirable a substitute in Mr. McCurdy. (Applause.)

The toast having been duly honoured, the Rt. Hon. C. A. McCurdy, K.C., said: Lord Burnham, my lords, ladies and gentlemen,—Sir Charles Wakefield has one advantage over me. He said he did not know why he was called upon to propose this toast. Well, I am painfully conscious of the reason why I am called upon to respond to it; it is because of the regretted absence of our friend Mr. Esmond Harmsworth, whose absence is a misfortune to all of you, but to me a calamity, because at very short notice I have to try to do justice to the very kind words of Sir Charles Wakefield. I feel a sense of embarrassment and almost emotion at the touching reference which he made to the part played by the Press in the public life of to-day. At any rate it is fitting that the Press should appear upon the toast list of a great gathering representative of the printing trade, because as the very name of this toast implies the Press is the child, I hope not an ungrateful child, of the printing trade. For my part there is no industry in the country which more commands my unflinching respect than the printing trade. (Hear, hear.) The relative value of work, and the relative pay for the work that is done, is one of the most haphazard and jumbled things in this jumbled and haphazard civilisation to which we belong; but as I think the Persian poet somewhere says, "I often wonder what the printers buy one-half so precious as the stuff they sell." It really seems to me almost indecent the way in which the public will take the most remarkable achievement of modern industrial organisation and science, and not blush at not remunerating the printers and Press as they ought to be remunerated. Think of the days of King Alfred, when he was burning a loaf on the fireside, and what it would have cost in those days, with the assistance of a college of scribes to produce a manuscript equivalent to a modern newspaper; and then consider that to-day all the skill and all the science of all the printers that have ever lived is lavished to give to the ungrateful baker a magnificent compendium of the world's doings, for which he grudgingly gives us the equivalent of about a small slice of toast. (Laughter.) Think what would happen if the baking trade had taken advantage of the progress of invention and civilisation, and were organised as the printing trade is to-day. Instead of getting a loaf delivered at your door for 9½d. or 10d., according to whether you live in Mayfair or Fleet Street, think of great rotary bread presses delivering your loaf hot from the press every morning, sliced, toasted and buttered, with a football competition and a free life assurance thrown in. (Laughter and applause.) It is not business. It reminds me of the story of the American heiress who was endeavouring to contract a matrimonial alliance with an Italian nobleman, and who cabled across to Poppa to say that the wedding was off. The noble suitor had come to the conclusion that it was beneath his dignity to marry into trade. Poppa cabled back: "There must be some mistake; ours is not trade, it is philanthropy. See our advertisements." (Laughter.) Well, I am sure that is true of the printing trade. (Applause.) I am sure it is true of the Press, and that is why there is such a friendly

feeling between us here to-night. What is ultimately going to be the function of the Press in this country is of course a matter for doubt. Lord Beaverbrook is painting pictures of newspapers that are going to get bigger, and bigger and bigger, until the morning paper will serve to light the copper fire for the rest of the day; and of advertisement revenues, which will grow and grow until the newspaper proprietors, for the first time in their lives perhaps will get a bit. (Laughter.) Then, on the other hand, there are people who say that as broadcasting extends its sphere, the newspapers are doomed to a slow and probably painful extinction, in which, in course of time, nothing will be left but *The Radio Times*. I do not believe it; I believe *The News of the World* will survive. (Laughter and applause.) It is a very great privilege to be present to-night. Only one thought crosses my mind; I hope the time is not long distant when the pioneer work of the Printers' Pension Corporation—which has done so much to brighten the twilight and evening of life for so many members of the trade—will have been so extensively followed by better organisation, proper superannuation schemes and proper pension funds in every great newspaper business that the work of this Corporation will be very much eased and very much relieved. There will always be work for it to do in hard cases the little more that means so much, I thank you, my Lord Burnham, for asking me, and I thank you, gentlemen, for the way you have received the toast of "*The Press*." (Applause.)

The next toast,

"THE ART OF PRINTING,"

was proposed by the Right Hon. Lord Riddell, who said: Mr. Chairman, ladies and gentlemen,—To me falls the pleasant task of proposing "*The Art of Printing*," but before addressing myself to the subject I wish most cordially to thank my friend Mr. McCurdy for the free advertisement he has given *The News of the World*, and to congratulate him upon the admirable manner in which evidently he spends his Sundays. I can assure him I always spend my Sunday in reading *The Sunday News*, and have no doubt that when all the other papers cease as he describes, *The Sunday News*, together with *The News of the World* and *The Radio Times*, will hold the field. I am addressing you to-night under most unfortunate circumstances, because I was told my friend Sir William Berry was to respond to this toast. The consequence was that I spent a considerable time in working up a number of impromptus, with a view that they might be regarded as amusing, about Sir William Berry. But at the last moment the news came that Sir William Berry was busy in Fleet Street or neighbourhood buying up something—(laughter and applause)—and that consequently he was unable to be present to-night. I telephoned back, "For God's sake, ward him off Bouverie Street," where, I may tell those of you who are not acquainted with the fact, the offices of *The News of the World* are situated. I have been asked to propose this toast because I have the honour to be the President of the London School of Printing, which is the finest printing school in the world, and which is carrying the flag of British printing in the most admirable and distinguished way. Lord Burnham, I think it was, said the surroundings of printers are so inartistic that he wondered how they produced the beautiful things they did. Well, of course, inartistic people often do produce artistic things. Some time ago

a friend of mine invited a number of his staff to bring their wives to an entertainment. There he made an eloquent speech, in which he referred to their beauty, and concluded by saying that one of his favourite rhymes was Sir Walter Scott's: "Oh, woman, in our hours of ease, uncertain, coy, and hard to please," and concluded, "You may be uncertain, ladies, and you may be coy; but having seen the faces of your husbands and your sweethearts, you have certainly proved that you are not hard to please." (Laughter.) Our school is doing remarkable work; we have a wonderful lot of students. Lord Burnham has seen them; he can testify to their quality. Some little time ago I stood on the platform at the prize-giving. There were a thousand of these boys there, and my friend Mr. Benjamin, who unfortunately is very ill now, said to me, "Don't you think this is a surprising thing? If this had been in our young days, these boys would have been badly clothed, badly fed, dirty, and not displaying the intelligent faces they display to-day." That is very true. Our pupils come not only from this country, but from Australia, India, Canada, the Malay States, and, in fact, from all over the British Empire. Sometimes when I am at the school I think of an incident that occurred to me during the war: I lived then just under the shadow of Big Ben. One night I went home very late, and when I reached my door I found a great big Australian soldier stretched across it. With some trepidation I awoke him—I had heard of Australian soldiers. He sat up, and I entered into conversation with him. Just then Big Ben struck twelve, and he said to me, "You know, I like to think that that belongs to us as well as to you." (Applause.) Sometimes when I look at those boys from the Overseas Dominions whom we are educating in the Printing School, I think the Printing School is another evidence of the ideal which this rough man expressed to me on that evening. (Applause.) So far as printing is concerned, I do not suppose that Mr. Caxton, when he introduced printing into this country, ever imagined that it would be the foundation for the magnificent superstructure which has been built upon it. Sometimes, when I think of the hundreds of millions of pounds represented by the newspapers and periodicals of this country, I am almost agast. At the same time, under whatever form our trade may be carried on—whether it is under the form which the Chairman has indicated as the personal form, or whether it is under the company form, or whether it is under the super-company form—there is one thing we have got to do; that is, we have got to keep the art of printing bright. We have got to maintain our great British traditions. Indeed, men may come and men may go, but printing will go on for ever. (Hear, hear.) I have to couple this toast with the name of a very old friend of mine, Mr. Stembridge, President of the Master Printers' Association. (Applause.) Mr. Stembridge has many good things to his account, but I think the best thing that he has got to his account is the idea of raising the price of newspapers. That was a most beneficent idea. I have only one regret, and that is that the poor newspaper proprietor did not get his share of the spoil. All the money has gone into other hands. When I was in America I heard a story about a parson who was delivering a funeral oration upon a member of his flock, who evidently had lived a godly life, because the parson said he felt certain this man would be much happier than he had been on earth. When the clergyman concluded his oration a lady in the front pew arose and said, "Excuse me, but, as I happen to be the

widow of the deceased, and have been in spiritual communion with him while you have been speaking, I am desired to say on his behalf that what you have said is inaccurate." The parson said, "This is most irregular. In the course of my career I have delivered 2,567 funeral orations, and this is the first time that I have had any back chat from the corpse." (Laughter.) Well, I am giving my friend Mr. Stenbridge a little back chat because he did not arrange, when he conceived this brilliant idea, that an adequate share of the increased profits should be reserved for the most deserving class in the printing trade. When I said to my friend Mr. Mortimer on the telephone, "Why have you asked me to propose this toast?" he replied, "First of all, because you happen to be President of the Printing School." I said, "That is very nice and appropriate." "There is another reason," he said. "You are a Natsopa, and it would be very interesting if you would tell the party at the Printers' Pension dinner the true inner story about the strike. This is a suitable opportunity for your Union to explain itself." (Laughter.) Well, of course, this is in confidence. As a member of the Union, I know very little about it, because, of course, members of unions very often do know very little about it. Theirs is to do and die, as I did; because, I regret to say, that, although I applied for my strike pay, it was not forthcoming. I told Mr. Mortimer that those were false hopes of his. I said, "First of all, I do not know the inner history of this matter. Secondly, if I did, I should not explain it; and, thirdly, if I did explain it, it would be in one of the newspapers with which I am connected." (Laughter.) Of course, one must live; if one has private information, it must not be offered at the Printers' Pension dinner; it must be reserved for the readers of some of the publications with which one is connected. I am quite sure you will drink this toast with much enthusiasm, because we all depend on the printing trade. Printing to-day is better than it has ever been in the history of this country. Industrial printing is better. All types of printing are better. If you are prepared to pay for good printing, you can get as fine printing as has ever been produced in this country. (Hear, hear.) There are all sorts of beautiful books being turned out that the ordinary person never hears of, and which are only collected by collectors. Beautiful books! If you will come to one of the exhibitions of our Printing School, you will see splendid work of that sort. You will see splendid commercial printing. You will see splendid newspaper printing; and you will find a body of eager, enthusiastic young men, who are anxious to be worthy of the great race from which they come. Without any further comment I ask you to drink this toast coupled with the name of Mr. Stenbridge, who represents one of the greatest associations in the printing trade. (Applause.)

The toast was about to be drunk when the orator suddenly remembered his peroration. He rose again and delivered it amid much laughter. It was as follows:—

"Oh, woman's love may not prove true when most you are believing;
And, when you think her perfect she may only be deceiving;
But I have found a rare old book worth gold of any minting:
Then raise a glass,
Not to a lass;
But to the art of printing."

Mr. J. A. Stenbridge (President of the Federation of Master Printers and Allied Trades of Great Britain and Ireland) replied. He said: My Lord Burnham, my Lord Riddell, and Gentlemen,—The proposer of this toast is not only an experienced public speaker, but his knowledge of printing covers a wide area; but I must tell you now and at once that his knowledge of the Master Printers' Federation is not so wide as his knowledge of printing. I am sorry to admit that I am not his old friend—I would rather be called his young friend—but I am not his old friend because I have no connection whatever with newspapers—much to my regret. I am only a poor jobbing printer, and a provincial one at that. Lord Riddell's connection with the London newspaper proprietors' organisation has given him an intimate acquaintance with all problems connected with newspaper publications; also his connection with an equally well-known firm, a periodical firm of printers and publishers, has extended his knowledge to some of the difficulties in the general printing trade. It is rather a task to speak of the art of printing in such a gathering, as probably some of you know more about it than I do. Probably no industry has witnessed so many changes in recent years as ours: the monotype, linotype and similar things have made the greatest revolution in our trade. I remember, in my early days in the trade, I was told when those machines came in that the printing trade was done. Very few men would be required, and it was a poor trade to join. The contrary has been the case. More printing is required to-day than ever was required before; and to meet this demand we, as printers, have had to adopt in many cases mass production methods of which we hear so much from America. Our standard of equipment compares favourably with that in any part of the world, and we claim also that our craftsmanship in this country is on a higher level than anywhere else. (Applause.) It is on a higher level than obtains on the other side of the Atlantic, or on this side either. Not all our printing is good, far from it; even the newspapers have still something to learn. We see those pictures that we hear so much about, and it is very difficult to tell whether they represent a man, a woman, or an elephant sometimes. (Laughter.) But much of our printing is good. We can and do produce in this country printing that cannot be excelled by any other printers in the world. Our love of our craftsmanship is owing to the technical schools that we have, and the London trade in particular owes a great deal to Lord Riddell for the way in which he has supported the London School of Printing throughout its whole career. That school exemplifies the unity in our trade, and the pride taken in craftsmanship by all connected with it. But let it not be thought that London has all the talent or all the schools: in the provinces we have both schools and talent; and it would be a bad day for the printing trade if it was all concentrated in London, great as London is. Well, those of us who are printers are proud of our great craft, of the part it has played in the development of our race, of the assistance it has been and still is to science, art and literature; and we can also be proud that as a trade we possess a heart, and a great heart. We have in this gathering here to-night a striking demonstration of that, of the way in which the printing industry does support all charitable objects. What other industry in this country, or any other, is supporting all the war orphans of those connected with it? Yet, long after the first out-

burst of generosity at the close of the war, we find our industry contributing its thousands to the support of those bereaved during the great war. And where does the money come from? Not from the employers, jobbing printers, or newspaper proprietors only, nor from the workers only; but from them all. I was pleased to-night to note how magnificently the unions contribute to this fund. It is pleasing in these days, when so many people seem to desire to get something for nothing, that the unions connected with our trade are contributing so nobly to this fund. We all hope that we are on the eve of a settlement of the great coal dispute, and at this moment it is well for us to consider that the future of all industry in this country depends upon the partnership of capital and labour—(hear, hear)—and it is only fitting that our industry, to which the world owes so much, should give a useful lead in that direction. We have the finest Joint Industrial Council existing to-day: only in the last few weeks we have had very awkward questions to deal with, and I am pleased to say these have been disposed of satisfactorily by the aid of the Joint Industrial Council. We have also in the last few weeks inaugurated a Betterment Committee. The word betterment here is used in its proudest sense; it is not the betterment of any section of the industry, but the betterment of the whole of the industry: also the benefit of the consumers of printing. We are seeking avenues by which we can reduce costs, promote efficiency, and increase the amount of printing that is required; and it is hoped, before the next festival takes place, we shall be able to put before the trade some helpful conclusions from that Committee which will be to the benefit of all concerned. I thank you very much for the kind way in which you have received this toast of "The Art of Printing," to which we all owe such a great deal, and by which most of us live; and I trust that so long as the printing trade continues, so long will your great Corporation continue and prosper. (Applause.)

"THE GUESTS."

The President proposed the health of the guests. He said: Far be it from me to inflict another speech on you, but you will notice that in the list of toasts there is no notice of the guests. We have many distinguished guests among us. I see on my right Mr. Justice McCardie, who delivered a magnificent speech last year; on my left is Sir Herbert Morgan, who has so magnificently contributed to the prosperity of this fund. There are others; but the one name I am going to single out is the last comer to the magnates in the printing trade, Mr. William Harrison, who is with us this evening. (Applause.) Noble generosity ought to be enthusiastically acclaimed: he has contributed no less a sum than £1,800. (Great applause.) Without more ado, being well aware that it will be almost impossible to keep your enthusiasm within bounds when you hear this figure, I give you the toast of "The Guests," coupled with the name of Mr. William Harrison.

The toast was drunk, the assembly singing "For he's a jolly good fellow."

Mr. William Harrison, LL.B., in replying for it, said: Mr. President, My Lords, and Gentlemen,—Mr. McCurdy claimed your sympathy because he was called upon at short notice to respond to the toast of "The Press." Now I think I might claim that I am entitled to your sympathy to-night in responding to the toast of "The Guests," because it is not on the toast list. But I can only

assume that I have been called upon for two reasons—one is that I happen to be chairman of a large group of Scottish paper mills, and I suppose I am called upon to justify the contribution we have made to this great institution to-night. In the second place, I am called upon to justify the contribution of another Scotsman, equally famous, Mr. Harry Lauder, who I see has contributed to the President's list no less than five pounds and three pence. (Laughter.) Now, in responding for the guests, may I say this: Speaking as I do as chairman of a large number of companies whose directors are Scotsmen, I have had a terrible time in getting them up to the scratch to contribute eighteen hundred pounds to this great Printers' Pension Corporation to-night. (Applause.) All our Scottish directors are here to-night, and they don't know at present how much I have put them down for individually. But there is one absentee. He comes from Aberdeen. Mind you, he is a very good fellow, and a very generous fellow, and he is a director of one of our mills; and I said, "Smith, I have put you down for one hundred guineas for the Printers' Pension Fund. Are you coming?" He said, "Yes, I will be there." I understand from your secretary, Lord Burnham, that he sent a contribution this morning for ten guineas. (Laughter.) That means, I suppose, that I will not have to make it good, because he is an extremely generous fellow, and he will stand up to what I will ask him to do. Now, in connection with this great Corporation, we have for some years been large contributors to it. I claim no encomiums for that, but I do say this to my co-directors who are here: that we are largely dependent as manufacturers of high-class paper for the profits we make on the printers of this country. (Applause.) If it were not for the printers of this country, the demand for our products would be so much the less, and we should not be able to hand over to our shareholders the small dividends we do. I am not going to detain you more than a minute or two, but I would like to say that we have heard a very amusing speech from Lord Riddell, who referred to Sir William Berry being in Fleet Street to-night. Well I can confirm that, because one of my colleagues, his solicitor, was late to-night. I have fined him twenty guineas, and you have got his subscription in your hand. (Laughter and applause.) Now, speaking of Lord Riddell reminds me of an interview which I had in New York in the spring of this year with one of the head men of The Saturday Evening Post—I do not think there are many men in this room who vie with me in travelling by land and sea this year. In speaking one night at a dinner with the sub-editor of that great Saturday paper, he said to me, "Can you tell me, Mr. Harrison, what is the difference between The Times and The News of the World?" I said, "Oh, I can tell you many differences." He remarked, "Shall I tell you in my mind the great difference? The Times has a leading article that the editor knows is going to appear in three days' time; The News of the World never has one." Now The News of the World—I am going to advertise Lord Riddell to-night—is a great paper, a very great paper. I happen to travel a great deal to the Continent, to our works there; and the strange thing is that even in far-off Bucharest, where I was some two or three months ago, the only paper I could get was The News of the World. And it is one of the easiest papers to obtain even in that great country, Germany. You can always get The News of the World in Germany when you can scarcely

get any other paper. Now, my Lord Riddell has said that he is a great believer in advertising. So am I—having illustrated papers which load up advertising. I am not going to follow, neither are my co-directors of the illustrated newspapers going to follow, Punch, which refused to take any whisky advertisements. We will take all the whisky advertisements we can get, and if Lord Riddell agrees to give us a five years' contract for every week for every paper we have got, advertising The News of the World, we will take that, too. My friend Mr. Graham, who has just come from this great conference for the amalgamation of the Berry group and the Amalgamated Press, has told me that the Berry group are thinking of buying The News of the World. It is not an easy thing making a bid for The News of the World, unless you couple with it news; because Lord Riddell, although he wants to get down perhaps to the newspaper line of business, won't sell unless he goes out *ad hoc*. I don't think that is true, because, after all, The News of the World is a great paper, which fulfils a great need—especially so far as the police courts are concerned. (Laughter.) So please do not think I am stretching a point, Mr. President, when I say that I will take a five years' contract for all our papers for The News of the World. (Applause.)

The Secretary (Mr. Joseph Mortimer, O.B.E.) then announced the contributions that had been received since the printing of the list which had been circulated amongst the guests. The total amount had been brought up to £30,710, and the announcement of this sum evoked a hearty burst of applause.

“THE PRESIDENT.”

“The Health of the President” was then proposed by Sir William Acland, Bt., M.C., A.F.C., who said: Mr. Chairman, ladies and gentlemen, as you are all regular churchgoers I need not perhaps remind you that the last person in all ecclesiastical processions is the bishop; just as on a theatrical poster, the principal lady's name is usually the last. Now the last speaker to-night will be your Chairman, and he is most certainly the chief star in our firmament—(hear, hear)—because he is our President, and also because in a far wider, and, I venture to say, a more important way, he is recognised as the most worthy, unofficial ambassador abroad England has ever had. He has been described by the representative of a great rival newspaper—if he acknowledges there is one—as being the recognised leader in Fleet Street. (Hear, hear.) I take it as a very great personal compliment that I have been asked to propose his health to-night. It is generally recognised as a fact, and if it is not a fact it is rapidly growing into a legend that Lord Burnham makes somewhere about 1,095 speeches a year. That is an average of about three a day, including overtime. (Laughter.) As some sixty-six and two-thirds per cent—you will see in this atmosphere I am extremely accurate—of those speeches are made either at lunches or at dinners, I think you will all agree with me that his health is a matter of national importance, and it is very necessary that we should see him well. I am not sure whether he actually holds the record for speeches; Lord Riddell, who has given us of his best to-night, I am sure runs him very close. But whether that is so or not, I am quite sure that if any of us gave Lord Burnham an hour or so's start, or perhaps even less, he could speak for us, or to

us, or about us a model speech on any subject under the sun. He could not only speak, but he could write a leader worthy of the highest traditions of Fleet Street. He could speak on, or with, or against, or for—it would not matter in the least to him—(laughter)—what shall we say? North American Indians, or Fellows of the Royal Society, teachers, or hospital nurses, printers or pressmen. Now when I said that the subject of his speech was a matter of indifference, perhaps I somewhat overstepped the mark. What I should have said was this: That whereas he was perfectly capable of saying anything about anything he would always prefer, if he was given the chance, to make the subject something to do with Fleet Street. The street of ink has always been his work and his hobby. Whether it has been purely business or pure philanthropy we have always had him at his best. (Hear, hear.) Lord Riddell has carried on to-day a tradition which he, I believe, started some years ago of either making or quoting some very cogent or occasionally very bad poetry, and I have been tempted myself to go into verse. But when it came to setting it up the lines would not fit. No linotype that was made, or monotype either, could manage it, so I have had to content myself with stealing something that is far better. I refer to a pretty little picture that is quite obviously that of Lord Burnham, despite what someone earlier in the evening has said about the methods of illustration in the modern printing press. Now, in that illustration in Punch some time ago there was the following verse underneath:—

While men of wit are found combining
To serve the public weal by dining,
From your scholastic lips the speeches
Fall thick as leaves from Burnham Beeches.
They're full of matter bright and meaty,
And get reported in the “D.T.”

(Laughter.) Now, gentlemen, I shall be seeing, I hope, Sir Owen Seaman to-night. I am staying at the same flat as he is, and I shall have the very greatest pleasure in telling him that in the rotten speech that I have made this quotation at any rate has been thoroughly well received. The time is getting on, and I will only add one or two more sentences. I would like to say that apart from all the chaff about Lord Burnham's talking capacity, in a truly practical way he has recognised his debt, as Lord Bacon put it many years ago, to his profession, “from which as he seeks to receive countenance and profit so, by way of amends, he makes himself a help and an ornament thereunto.” (Applause.) Now Lord Bacon wrote a great many things which he didn't. (Laughter.) And he said a great many truths by mistake, and this I am quite sure is one of them. The great success of the collection to-night in a year of exceptional difficulty is, I think, a worthy result achieved by our Chairman. I also venture to say that no other president in a year such as this could have done so well. (Hear, hear.) It is largely due to his personality, to the feeling that we all have for him and for the work that he has done, that the figure of £30,710 has been realised. Lord Burnham is always ready to sacrifice his time at the call of his craft, and what to others might be an occasional burden hard to bear has become to him a practice full of love in the real sense of the word, a habit of charity and kindness since he is always ready and willing, and I may add even anxious

to do what he can to help the lame dog over the stile. (Hear, hear.) I will not keep you any longer, but I feel quite certain that the heartiest toast of the evening will be drunk when I ask you to fill your glasses as full as you can and drink with me to the health of our President, Lord Burnham. (Applause.)

"For he's a jolly good fellow" was sung a second time as the toast was honoured, and the President was received with hearty applause when he rose to respond. He said: Gentlemen, I thank you for your kindness from the bottom of my heart. Sir William Acland bears a name that stands high in the honour of our trade, and I have been deeply touched, genuinely touched, by the excessive generosity of his witty speech. I can assure you that I value it, not only as coming from him, but as being an expression of the long friendship that has endured between me and the members of his family. (Hear, hear.) I thought at one time that he was describing me as the champion windbag of the age. (Laughter.) But when he quoted Mr. Punch then I knew that his judgment was indeed tempered by appreciation. I should like to acknowledge what Mr. Punch wrote about me, and I am glad to think that the lines were from no less a person than Sir Owen Seaman himself. These things make public life worth living, and one wants no higher reward really than to have the occasion possibly of immortality, in that limited sense, conferred upon one by such a man. Gentlemen, I have had other judgments pronounced upon me recently which are not nearly so favourable. (Laughter.) My friend Mr. Wells deals with me very faithfully in his last novel descriptive of the life of our times. He says although I am not perhaps a bad fellow, still I have no inner light, no drive, no desire—I look upon the newspaper as a pillar, and not a force. Mr. Wells is perfectly right. If by having no inner light he means that I am not a fanatic, if by having no drive he means that I am not a hustler, if by having no desire he means that I am fairly content with the fate which has been much too good for me, then indeed he has spoken words the correctness of which I freely admit. If he tells you I look not only on a newspaper but on the newspaper press as a pillar rather than a force, I think a pillar may be a great force of stability, and I confess I am always on the side of stability and security for the realm in which I live. (Applause.) Gentlemen, I shall never forget the pleasure it has been to me to preside over this festival. I am proud to tell you that the total to-night has only been exceeded on three occasions in the long history of this Corporation. ("Bravo." Great applause.) To-night is marked with a red letter in what is now the long course of a life that has already exceeded three score years. I am indeed proud to have been your President, and I pray that just as our efforts have been crowned with such conspicuous success this evening this great Corporation shall have a future not less but greater in its public usefulness and in its private benevolence than the ninety-nine years which have preceded it. (Applause.)

THE LORD MAYOR.

The Rt. Hon. the Lord Mayor, Sir G. Rowland Blades, Bart., M.P., made a short speech. When calling on him to speak the President said: I think we all feel greatly honoured that the Lord Mayor has torn himself away from the Guildhall, where he had to stay to receive His Royal Highness the Prince of Wales, to

come amongst the men of his own trade. (Applause.) He is a master printer whose distinction we all admit, and he belongs to a firm of whom we are all proud. Therefore, gentlemen, I am sure it is by universal acclaim that I ask him to say a few words to you. (Renewed applause.)

The Lord Mayor: Lord Burnham, my lords and gentlemen, I cannot help feeling that after the magnificent speech of your Chairman it is really an anti-climax to lengthen the proceedings. But I cannot resist the temptation for one moment to keep you in reply to Lord Burnham's invitation. First of all may I say that His Royal Highness the Prince of Wales, on learning that the institution for which he has done such marvellous work only a very short time ago, when he learned that I was proceeding here this evening, sent his renewed good wishes for the success of your great fund. (Applause.) I am very honoured to convey those good wishes, and when His Royal Highness sees in the newspapers to-morrow morning that Lord Burnham has achieved the success which we all knew he would achieve he will be more than ever delighted that such great prosperity continues to be associated with our wonderful institution. In conclusion, may I say this: We are indeed fortunate to have as our President this year Lord Burnham. If there is any man more popular in this country than he I do not personally know it, nor anyone in this room. (Hear, hear.) I said the other evening at a dinner that if election to the House of Lords went by votes, in spite of my friend Lord Riddell, who I know would be a very good second, I believe Lord Burnham would come in at the top of the tree, and secure once more that evidence of his popularity, which we all know is so great not only throughout the country, but throughout the whole universe. Again I thank you for asking me to say these few words. I congratulate my dear old friend the Secretary, and no one rejoices more than he at this marvellous success—(applause)—also the Council for its wonderful work, and I can see that our ship of state, the Printers' Pension Corporation, is going along sailing in smooth water. May no trouble, I trust, ever attack it, but it has such a body of friends I can see it sailing through any storm. I again thank you for allowing me to say these few words. (Applause.)

The President proposed "The Health of the Secretary." He said: I wish to express my deepest sense of obligation to my old friend, whom I have known ever since I entered Fleet Street, Mr. Mortimer, your Secretary, for everything he has done to make this occasion so conspicuous a success. I thank him personally, I thank him on behalf of the Corporation, and I express the sincere hope that he has many more years of useful service to us and the community before him. (Applause.)

The toast was drunk, and this terminated the proceedings.

STUDENTS desiring to take up a course of study in Costing, Salesmanship, Photo-lithography, Offset, and Newspaper Rotary Machine Work at the London School of Printing, should make early application for enrolment for the term which commences on Monday, January 3, 1927. These classes are usually so full up at the beginning of the term that it is impossible to get a place; therefore, it is advisable for intending students to make early application for enrolment at the School, 61, Stamford Street, S.E.1.

THE Proprietor of the British Patent No. 209,555, for "Improvements in Printing Presses," is prepared to enter into negotiations for the sale of the patent or for the grant of licences thereunder.—Any enquiries to be addressed to C. & R., 24, Southampton Buildings, London. W.C.



Type Designs of the Past and Present. By Stanley Morison. The Fleuron, Ltd., 101, Great Russell Street, W.C. 1926. 9 x 5½ in. 70 p. 6s. net.

At last a little book has been published about type and type history at a reasonable price and beautifully printed at the Cambridge University Press. It is a book that a printer may be proud to possess and equally glad to read.

Mr. Morison's researches have given to the printing trade much information which it cannot yet digest, but his mark is on the printing of our time, and his mark is for our good.

In this little book additional information of historic interest, not previously published, is included.

The later chapters will be read by printers and advertisers with the closest attention. Our author's views are intensely personal and well defined; his history of the present movement towards better typography both in England, France, Germany and America explains a great deal to the printer who cannot spend a lifetime studying such things. It shows him, too, the trend of modern ideas in typography. The value to the printer of information of this kind is difficult to estimate.

In contrasting the difference between American and German types of modern design our attention is directed to the originality in the German styles by comparison with American ones, which tend to be based on classic traditions. All modern German work may be traced to the influence of Edward Johnston, who was neglected in England excepting for his teaching of calligraphy.

There is a lack of restraint in all "German artistic endeavour which may be an advantage in the design of advertising types. The present trend of English commercial art indicates without doubt that German methods of illustration are winning a foothold here, to some of us a wholesome change from 'that schoolgirl.' There are other reasons why, if we must import types from abroad, a few from the continent would be welcome comparisons to recent American productions. The 'great democracy of the West' is so much our master in the arts of advertising, and our English directors of sales promotion are so dependant upon American slogans and publicity patter, that we can be relied upon to imitate transatlantic types as well as copy."

In conclusion, Mr. Morison draws attention to the need for a revival of interest in fine writing if our types are to be improved. Whilst he pays tribute to the wonderful influence of Mr. Edward Johnston, he looks forward to the time when, out of the practice of formal writing, there may develop easy-running cursive hands which might be learnt by anybody in a couple of hours.

"Perhaps Mr. Johnston will give us . . . a new copy book and teach us hands which we can write without recourse to quill pens and Indian ink. Until he does so, type design and interest in it is likely to remain in a narrow groove."

We commend the book to all who are interested in the subject.

Linotype Mechanism. By Raymond Mears and Alvin G. Swank. Chicago: Department of Education, United Typothetæ of America. 1926. 9 in. by 6 in. 208 pp.

The complexity of linotype machines and the need for their thorough and complete understanding, particularly by operator-mechanics, has produced what might be described as a perfect textbook. There have been earlier books on the machine, but this one is new and up to date in every respect.

The chapters or lessons give a thorough study of the constructional and mechanical adjustments of the machine, so that difficulties may be avoided, or quickly located and remedied. Maximum production requires that the machine shall be kept always up to concert pitch, and every point is considered in this book to maintain efficient smooth working. Each lesson is accompanied by review questions and carefully-graded exercises for practice in making all adjustments in the various parts.

We are informed that the text, after thorough revision, was finally submitted to the Mergenthaler Linotype Company for critical reading by their instructors. The newest chapter is that dealing with the electric pot. The cleanliness and high efficiency of electric heating should make a remarkable change in linotype operation. Temperature regulation is essential if good slugs are to be constantly cast, and no method of heating for this purpose can equal the electric pot.

The explanations are most clearly written, and with the assistance of illustrations, which are equally good, the young operator should be enabled to tackle the changes and the adjustments of the mechanism of his machine with the utmost confidence.

Preparing Forms for the Cylinder Press. By Frank S. Henry. 1926.

Pamphlet Binding. By Bancroft L. Goodwin. 1925.

Both are additions to the U.T.A. (United Typothetæ of America) Typographic Library. 8 in. by 5 in.

All the volumes in this series of sectional textbooks are recognised as being responsible, well edited, well printed and clearly expressed, and these two additions will be welcomed.

"Preparing Forms for the Cylinder Press" deals with the important subject of imposition in a simple and systematic way, which makes the book of particular value in teaching apprentices. Every branch of the work is explained, and important details, such as the precautions necessary in imposing for heavy papers, are dealt with. The glossary at the end and the review questions at the end of each chapter are both helpful features.

"Pamphlet Binding" is a useful little textbook dealing with current processes and machines; it is clearly written and well illustrated by blocks of typical machines which would be used in any normally equipped medium sized shop. The customary methods and the usual sequence of operations are described from beginning to end. The book is planned for the use of apprentices, but the simple and concise explanations given make it a useful reference work to have on the bookshelf for printers who wish to be sure that their sheets go to the binders in such a condition that they can be dealt with expeditiously and economically.

Derby Municipal School of Arts and Crafts. Examples of work produced by students in the Printing Trade Classes, 1923-4.

This is a small bound 4to volume, and the work of printing and binding the examples no doubt explains the delay in publication. The styles of display are simple and direct, and must have a reflection in the work of Derby printers. Both the teachers and the students would be assisted to be of even greater use in helping to improve the general standard if some types of sound design, recently designed or revived, were added to the school equipment, as well as some modern forms of decoration. We congratulate the classes on the admirable work that is being done.

A New Offence

Dover Printer Summoned

At the Dover Police Court, Edward George Newing was summoned by the Director of Public Prosecutions for, on September 25, making a document resembling part of a currency note. Mr. E. E. Pain defended, and pleaded not guilty.

Mr. Temple, who prosecuted, said that under instructions of the Director of Public Prosecutions, the Chief Constable caused the defendant in this case to be interviewed with regard to his having in the course of business printed some advertisements which infringed Section 38 of the Criminal Justice Act, 1925. This stated that "no person shall make or cause to be made or used for any purpose whatever, any document purporting to be or in any way resembling or so nearly resembling as to be calculated to deceive, the currency or any part thereof." He was satisfied that Mr. Newing did not know that in printing these things he was committing an offence, and the evidence would show that as soon as he knew he gave every information and assistance. The maximum penalty was £5.

Detective-Constable Pay said that on October 12 he called on the defendant, and asked him if he had been printing any advertisements similar to those relating to the Cow and Gate Food Milk Company. He said he had. He said he had received an order for 2,000 copies for Mr. Banks in February, and did not know that he was committing an offence in executing the order. On September 15 he received a fresh order for 1,000 copies for Mr. Henson, of Leeds. Witness asked for anything he had in connection with this class of advertisement, and he got 11 copies of Henson's, 14 of Banks', and two samples, and four printing blocks used in their printing. Since that date Mr. Newing had found one more sample, and brought it to the police station. He said that, had he known, he would not have entertained the idea of doing the printing.

Cross-examined: He had an idea he saw one of these advertisements in the hands of someone else last February, and he did not see any harm in it. The prohibition of printing such notes did not come into force until June this year.

Mr. Pain, addressing the magistrates, said that when the witness saw these advertisements in February he did not think there was anything wrong about it. In regard to the offence for which

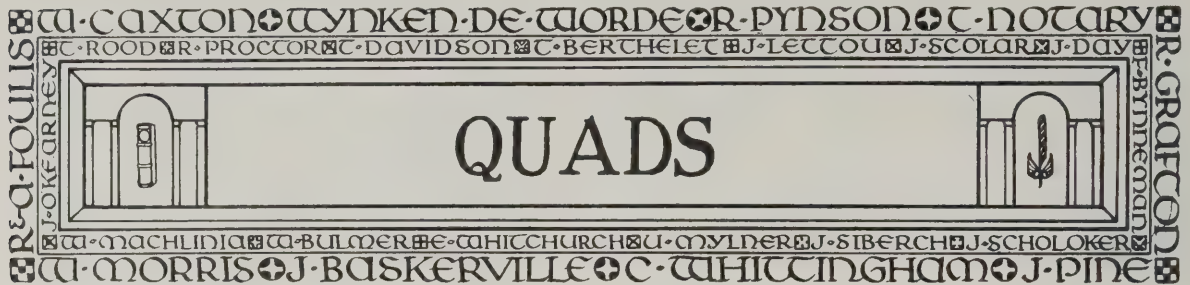
the summons had been taken out, he did not know how it was that Mr. Henson had not been summoned. The cost of these things was £3 5s., and, seeing the nice way they had been got up, he thought the magistrates would agree that the defendant had got nothing out of it. It was an ordinary advertisement transaction, and exceedingly cheap at that.

Mr. Temple said that there was no suggestion that Mr. Newing was making a fancy profit out of it.

Mr. Pain said that they would observe that only a small fraction of the note had been copied. *This statute only came into force last June, 1926*, so there had been little time for it to become known. The printing was done in the ordinary course of business, and did not require any particular skill. He would submit that there had been no offence committed. He submitted that "calculated to deceive" meant to deceive some person so as to prejudice that person so that he might suffer some loss. But this, to his mind, was simply a clever advertisement to catch the eye. It was to be thrown about for people to pick up, but once they had opened it, it was perfectly clear what it was, and no harm was done to anyone. Either this was an advertisement to catch the eye, or it was a dangerous document, and, if the latter, it was a crime. It was an unfortunate Section of an Act of Parliament, and it was not at all clear, and his client should have the benefit of it. If it would meet the matter at all, the defendant would be willing to pay the expenses of the prosecution. He urged the magistrates not to enter a conviction. If they did, they were convicting his client of a crime. It was either a crime or an advertisement.

Mr. Temple said that the presence of deception was not essential. That was an alternative Section. The real object was the preventing of the printing of anything which would resemble a Treasury note.

The Chairman: The Bench think that, though a slight technical offence has been committed, it was quite inadvertent, and they have come to the conclusion that the case should be dismissed on payment of costs.



HERE are a few extracts from Mr. Stanley Unwin's very able, very enlightening, much-discussed book, "The Truth About Publishing." They are widely separated extracts which I marked in my copy as I read, thinking they might interest you.

"PRINTING costs nearly three times what it did before the war. In fact, the complete production of a book in 1914 often amounted to less than the mere setting of the type does to-day. The difference is largely accounted for by wage increases, but it is partly due to the printers' introduction of a costing system which showed them they were making insufficient allowance for 'overhead' and certain order items in their estimates."

"BINDING. It is difficult to give a fair comparison"—(pre-war and present day)—"because the increase in the cost of binding small numbers, from, say, 50 to 250, is much greater than it is in quantities of 1,000 and upwards. Roughly speaking, for small quantities the cost is more than double, and for larger numbers about double the pre-war figure. That it is not more is probably due to improved machinery and the new plan of making a separate charge for warehousing stock, because the cost of the two principal items in binding, viz., 'labour' and 'cloth,' is about two and a half times what it was. Included under 'binding' is the 'jacket,' or 'dustcover,' which in the case of novels is a most serious item."

"CALCULATING the quantity of paper required"—(for a book)—"is apt to prove very troublesome to the uninitiated, because it is so easy to make the mistake of ordering half or double the quantity needed. Not only does the number of sheets in a book vary, but the number of sheets that a ream will give varies according to whether it is ordered in the double or quad size. Take as an example an ordinary 7s. 6d. novel of 320 pages: for one thousand copies 10 reams will be required if the paper is ordered in quad-crown (30 by 40); 20 reams if double-crown (30 by 40) paper is used; and only 5 reams if, to take advantage of the latest machinery, double quad-crown (60 by 40) is needed. The difficulty will be lessened when the new standardised measurement of 1,000 sheets is generally adopted (at present it does not apply to papers made for book publishers), but there will still remain the confusion between 'pages' and 'leaves.'"

"It costs more to print one illustration in two colours than two illustrations separately in two different colours. In the first case a great deal more care has to be exercised than in the second. Naturally, therefore, if economy has to be studied, the number of colours used has to be reduced to the minimum. In colour printing, the order in which the colours are printed, and the shades of

yellow, blue, and red used, greatly affect the results, and it is customary, therefore, for the blockmaker to provide 'progressive pulls' for the printer's guidance. The blockmaker sends with his block a proof pulled upon the best quality paper to show what excellent results he has obtained. These proofs are sent to the printer as a standard."

"It is astonishing what a small proportion of the designs submitted for the jackets of novels are drawn in such a way as to be suitable for reproduction with three line blocks instead of three half-tone blocks. Not only is the line process cheaper, but it is more effective for such purposes, and does not have to be printed upon glossy art paper."

"Good work is being accomplished by the Double Crown Club in raising the quality of printing. Even if economic considerations prevent some of us from following as closely in their footsteps as we might desire, it is an inestimable advantage to have clearly before us the ideal at which we ought to aim."

"Most printers in England allow the type to be kept standing free of charge for at any rate a month, if not three months, from the time the printing is completed, and nearly all will keep it longer on payment of a small rental. Even twenty years ago the holding of type in this way was a serious matter, because, in effect, it was locking up the printer's capital."

"MODERN printing machinery is constructed to print 32 (if not 64) pages of a book on one side of a sheet. The maximum advantage is thus secured by making a book consist of so many sheets of 32 pages each—in other words, a multiple of 32. Hence, when we speak of a 7s. 6d. novel being a ten-sheet book, we mean that it contains 10 x 32 = 320 pages."

"It is dangerous to generalise; the cost and character of the typesetting of a book may vary considerably; but, roughly speaking, the cost of taking a set of moulds and subsequently casting a set of stereo plates from them is about three-quarters the cost of composition, assuming that the composition is fairly straightforward. There is thus no very great economy unless more than one reprint from the plates is likely. Should a second be called for, the saving is considerable."

Re CUTTING. "With hand-folding the majority of the uncut edges, or 'bolts' as they are technically called, appear at the top of the book; with machine-folding the bolts appear at the bottom. Hand-folded sheets may thus have more trimmed from the top, whereas machine-folded sheets (to make sure of clearing the bolts) will have more cut

off the bottom of the book. Though theoretically perfect, machine-folding is never in practice so accurate as hand-folding."

I SHOULD like to speak about the book; but have no space this month. Just two words to end with: Buy it.

MEETINGS are now in full swing. Here's a counsel I've just noted by one of our very greatest orators, John Bright. He said: "You cannot over-prepare the substance of a speech. The more completely you have mastered it, the better your speech will be. But it is very easy to over-prepare your words. Always arrange your subject, according to its natural divisions, under three or four heads—not more. Supply each division with an 'island'; by which I mean a carefully-prepared sentence to clinch and enforce it. You must trust yourself to swim from one 'island' to another, without artificial aids."

THE United States are celebrating a Thanksgiving Day. Mr. Coolidge has given a sort of key. Harvests, he says, have been bounteous; employment good; business in general brisk. Nothing said about lapsed support of the League of Nations nor of the World Court of Justice.

THE States have recently done fine business. It's the biggest thing they've recently done.

If we, too, put our backs into it, this old land will also do good business next year. But it will be the smallest thing we've done.

THIS is a moment in which we should speak up for ourselves. Great Britain has honoured her bond to Belgium. She has followed the gleam. She has been true to herself. Despite this foggy November and the November-like shroud of gloom that is over nearly everything just now, Great Britain might well have a Thanksgiving Day, and give thanks that in the time of testing she proved herself *Great Britain*.

THE question whether Great Britain stands very highly in the estimation of other lands could, I suppose, only be certainly resolved by a referendum to all the individuals in those lands.

BUT whatever other peoples may think of us, the thing that matters is what we can think of ourselves.

To judge from the too prevalent aspect of disheartenment, one would think that for many a year there has been no one of British blood and of note among men who had acted in the great manner.

ENOUGH of this unwholesome self-abasement. Let's get on full drive with our work. Certainly making ourselves better—and mending any weak places—not because we are so worthless and so helpless, but because as a people we have, thank God, shown so much of worth, and so much of self-help, and of helpfulness. So much good invites its natural crown of betterment.

WHY, there's been greatness of its kind, real greatness, in the miners' loyalty to each other through worrying months; and in their loyalty to leaders to whom they had once by election formally pledged their support.

It has been a blundering leadership and allegiance, but none the less it has been an appealing spectacle.

Now, printers everywhere, a word to you. This is our country—and it is in difficulty and doubt and doldrums. Wanted, leaders. And why should not our craft and men of our craft stand out in leadership? What can we do? Let's get down to thinking of our opportunity.

It's good that we have a printer Lord Mayor. It reminds the world of us and of our service.

THE Lord Mayor started well. The Lord Mayor's Show was the most satisfying for many years, and that is something to say. The illustration of changes in modes of transport was a very happy idea.

A COUNTRY may possess great riches, but it is not a rich country if its commodities are lumped too much in a few places, and transport is very difficult. They are hardly indeed commodities, in that case.

THE old nobles of the Middle Ages lived in comparison with which many charwomen's lives have a character of luxury, and this was largely because of lack of ready and easy transport.

It's horrible to be reminded by Krassin's death that when men, women and children were dying through starvation a few years ago, some farmers in the States were burning superfluous grain because it did not pay them to meet the cost of transportation to where the grain was most needed.

HERE'S Lord Riddell breaking out in a new place. He's a biographer this time. And a biographer who makes bricks—and capital bricks—without straw.

I HAVE just bought his "Life of Dame Louisa Blake Aldrich (Hodder & Stoughton, 6s.).

"WHAT a unique position for the biographer of a woman," he reflects, and chuckles, "Fifty years of active intellectual life and practically no correspondence for the biographer to grapple with." Not a single letter is in the book, if we except a short note she wrote about an experience in America.

THIS famous surgeon so lately lost to the world was Dean of the Royal Free Hospital. She was the first woman master in surgery. Her story is briefly and most engagingly told. Lord Riddell early quotes a remembered saying of her childhood:

"It's better to talk about what you like than what you don't like."

JOLLY good counsel that; none the less that it is a sample of the high wisdom sometimes derived from babes and sucklings.

THE Dean gave an address to the students at the "Royal Free" Hospital in 1900. In that address some common counsels were commended and enforced by her in uncommon ways. The

influence of character on the career, she said, was even greater than the influence of intellect. "By character one means the sum of those qualities of courage, energy, thoroughness and truth, which are given to some in greater measure than to others, but which we must all do our utmost to increase in ourselves, if we wish to do and to be the best that is possible for us. . . . Truth includes habits of accurate thinking as well as right speaking and dealing."

AGAIN: "We want that hardy nature that looks upon obstacles as things to be battled with."

AND this: "Without the stimulus of hope, work with most of us is apt to be a very half-hearted sort of thing."

"BEWARE of that humility which would paralyse honest effort," she said. Gladstone once entered a like caution. "There is a vanity that shrinks—as real though a more subtle vanity than the vanity that presumes."

WHAT impressed her in the lives of great men was "their enormous energy, one thing leading to another."

"THE power of really seeing what we look at," she said, "is perhaps one of the rarest of gifts. A history of oversights would be useful, and would enforce that observation is very difficult, and not to be acquired except by the most careful study and self-discipline." "Without presence of mind we cannot make half our knowledge available."

I CAN'T say much about her life story here. But let me just mention that once she slipped and broke her knee cap. With the aid of a splint, she went on with her work, including operating, for a week.

DAME LOUISA delighted in Pascal's saying: "The more intellectual people are, the more originality they see in other people. To commonplace people all men are much alike."

SOME of us could have lived in Dickens's time and seen few of the human eccentricities, and perhaps still fewer of the jolly peculiarities, he noted. Has it ever struck you that he found his

jovial and leisurely types in England of the fiercely agitated 'thirties and the hungry and revolutionary 'forties.

As Isaak Walton wrote his serene peace-breathing Compleat Angler in a period vibrant with the hates of civil war; himself being mobbed out of his hosier's shop in Fleet Street.

HERE is one of Dame Aldrich-Blake's own meditations: "Nobility in a friend who is far above us in mind and spirit may make a man aware . . . of like possibility in himself." And: "The faith which is willing to face the impossible is itself the appointed means of achieving it."

SHE was once asked: "Would you like to live your life over again just as you have lived it?" "Yes, I think so. I have had many dear friends, and I have enjoyed doing things."

BENJAMIN FRANKLIN was asked the same question and gave a like answer. Some of us might dread to face the risks over again if we might not begin with our old heads on our young shoulders.

A RIDDELL obiter dictum is worth noting. "Temperament is the ruling factor in life. To use modern jargon, Miss Aldrich-Blake had 'the work complex.' Persons endowed with this gift often get more credit than they deserve. What others find a task they find a pleasure."

HE quotes his heroine as putting in a word for roadmaking. "It is useful work, and you see the result of your labours, whether it is good or bad."

A SUGGESTIVE comment. Mass production is not a gospel; it may be a good expedient in times and places; or it may be mere mis-production, and even misery-production. I call Morris and Cobden Sanderson and Baxter and the Whittinghams from their graves to witness that the normal man does want to see the result of his labours. He may know that he can't; and may believe he is reconciled to that fact. In truth he rarely is so reconciled, even though that hot gospeller for Henry Fordism (Mr. Samuel Crowther) buttonholes or magneto-clutches him through eighty columns of The Daily Chronicle, all about the Ford works and ways.

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Only Pure Calcutta Linseed Oil (well matured) is used in the manufacture of Dane & Co's Lithographic Varnishes.

Sir Ernest Benn on Trade and Technical Papers and Advertisers

At a meeting of the Publicity Club of London on November 22, Sir Ernest Benn addressed the members on the relationship between trade and technical papers and advertisers. He stated that he would deal with some of the general principles and some of the big points, with a view to helping to get this problem, "The Relationship between Trade and Technical Papers, Advertisers and Agents," in the right perspective. In dealing with the proposition of "the third party," Sir Ernest submitted that, although it is commonly said that it takes two to make a bargain, it takes three to make a good bargain. The middleman could get the buyer and seller into the right relationship, and then frame a bargain which would give a margin of satisfaction to both. The middleman was a central figure and a very important person—a point the advertising world wants to consider very seriously. The modern theory that prosperity and happiness could be obtained by bringing the producer in touch with the consumer was wrong; the middleman was the only person who could ensure that both parties secured satisfaction. A rule to be recommended was that people should never try to close a business deal by correspondence. If a man is in the frame of mind to do business, an interview could turn that business into a much more fruitful order. The advertising world as a whole does not give sufficient attention to this question of retail or middleman, and consequently not sufficient attention to the position of the trade and technical press.

Again, in considering one's own habits and requirements, they would be astonished to find how much they relied upon the personal word of advice, the personal touch. To develop the argument—when you have brought an article to the ultimate consumer, a member of the public, you have finished, unless the article has been something that will be consumed—like tobacco. But if you sell the same article to a tradesman, the account is open, and it is quite a different class of transaction. Sir Ernest said he was a fairly extensive advertiser of books; the object of his advertisements was not to sell books, but to send the would-be purchaser to a bookseller's shop, for he could sell to a bookseller twenty times the number of books. As there was a "stunt press" and "stunt advertising," so there was a serious press and serious advertising. The function of advertising was to create the atmosphere in which the competent salesman could operate to the best advantage. It had also the business of building up character, which is the most important thing at the back of any business. In litigation cross-examination was the test of character. If it was a technical case that was being heard, the judge and jury would not know about the technicalities, but if they found out about a man's character, they would know whether his evidence could be believed or not. The best advertisement he had ever had was a full page in *The Times* about eighteen months ago. One half of the advertisement was given over to a list of books that were out of print, the other half to a list of books that were to be published in the autumn (but afterwards were not printed). That was simply a little bit of character advertising.

Sir Ernest stated he always declined to do business on the basis of circulation. He did not buy his cigars by the inch, nor did he go to Lockharts for his coffee, because he could procure a pint for a penny, and he would not do his business on that basis while the press and advertising were going through the present vogue of figures. Also the market was being ruined by capital flotations. The *Cabinet Maker* was produced at 1s. 9d. to 2s. per copy and sold at 6d., and in order that advertisers secured full value it was necessary to see that the paper was not sold to people alien to the trade. In the technical press advertising was wanted from people who read the papers. They had, too, to place their copy in papers whose policy was suited to their copy. Much of that written about trade in the general press and many of the speeches delivered on trade did not touch on the difficulties and complication of the business and commerce of the country. In advertising there is too much tendency to think in big numbers and big lumps. Advertising is not concerned with only such things as soap and mustard, etc. There are small things which we buy from time to time. The phrase "the iron trade" did not cover the whole range of that business. The small hardware businesses dotted all over the country were collectively a very large participator in this trade. One great crime in trade was over-selling. It was bad policy from a man's own point of view, and most serious to the trade he happened to be engaged in. A man should be sold only so much as will cause him to be satisfied and come again. Over-selling means he would not come again.

The unreliability of figures was then shown. One of the best American trade papers had a turnover of 40 per cent., but they lost 60 per cent. of their subscribers annually, which meant this had to be made good, and that there was the danger of over-selling the paper to "duds." In the case of his own papers, Sir Ernest stated, when anyone became a subscriber he was a "dead cert" for ten years. Thus they were in the same position as an insurance company—they expected and prepared for a 10 per cent. loss of their subscribers each year. Good business requires four things—a good article, a good character, a good salesman, and, if you have those three, good advertising; then success is assured, but to suggest that advertising can be of very much service without the other three is rendering no service to the great cause of advertising. With reference to trade press and agents, a main difficulty was that trade press prices were far too low and left a commission hardly worth having; though he, personally, would raise prices to-morrow if the agents would do their part. Agents have a way of sending to trade papers clever copy designed to sell to the public. That is, not what is required. What is wanted is technical details, full of information. There was no reason why an agent should not consult the editor of a trade paper to secure the information he wants, and thus render better service to his client. In trade and technical papers, however, no editor will interest himself in advertising propositions, although he is prepared to discuss technical points. In conclusion, Sir Ernest pointed out that there was much to be gained from

a study of the consumer's mind, especially in the advertising world.

The meeting was then thrown open for discussion.

Mr. Chadwick asked Sir Ernest what percentage of the advertising carried by his journals was placed with agents, or business agents, as against the percentage placed direct by the advertiser.

Mr. Court made the suggestion that the trade press should give their certified sales as the daily press do.

Mr. E. F. Leak urged that the trade press should give more space to matter that would be of use and interest to the younger members of their trade.

Mr. Pask gave several instances where advertising had been put into the hands of agents to place, who after doing so had been unable to settle the account. He cited the case of one agent who accepted advertising and placed it, when he knew that his business was in a condition of insolvency, without hope of recovery.

Mr. Roy Clark contended that the trade press was the nursery of national advertising.

Cdr. Ellis stated that before he placed an advertisement in a trade paper he requested their representative to write in a really sensible selling letter. This he then handed on to the technical department and got their opinion on it.

Sir Ernest then briefly responded to the points raised, and the meeting terminated.

Commercial Intelligence

NEW COMPANIES

Thomas Lee (Coventry), Ltd. (216,655).—Private company. Registered October 6. Capital £1,500 in £1 shares. Objects: To carry on the business of manufacturing printers and publishers, dealers in printers' and publishers' sundries, paper manufacturers, dealers in articles used in the manufacture of paper, envelopes, box, carton and account book makers, etc. The first directors are: A. R. Birch, 21, Meriden Street, Coventry, gentleman; A. Upham, Davenport Road, Coventry, manufacturer; T. Lee, 137, Spon Street, Coventry, manufacturer, printer and stationer. Registered office: 137, Spon Street, Coventry.

Essex Paper Works, Ltd. (216,463).—Private company. Registered September 27. Capital £2,000 in £1 shares (500 7½ per cent. cumulative preference and 1,500 ordinary). Objects: To acquire the business of a paper merchant, printer and manufacturing stationer carried on by A. E. Smith at Southend-on-Sea, as "Ashley Smith of the Essex Paper Works." The permanent directors are: A. E. Smith (chairman and managing director), 5, Baxter Avenue, Southend-on-Sea; R. A. Smith, 36, St. Benets Road, Prittlewell, Southend-on-Sea. Qualification, £5 shares. Remuneration of permanent directors, £150 each per annum; of other directors, as fixed by the company. Solicitors: Watkins, Pulleyn & Ellison, 6, South Square, Gray's Inn, W.C.1.

Bison Press, Ltd. (216,390).—Private company. Registered September 24. Capital, £100 in £1 shares. Objects: To carry on the business of stationers, printers, lithographers, stereotypers, electrotypes, photographic printers, engravers, paper, box, bag and account book makers, etc. The subscribers are: J. S. Woodward, "Harcourt," Shirehall Park, N.W.4, publicist (85 shares); T. B. Lea, "Belmont," Crescent Road, Far Cotton, Northampton, printer (15 shares). T. B. Lea signs documents as managing director. Solicitor: H. E. Crane, Northwood, Middlesex.

Hamstead Paper Mills, Ltd. (216,896).—Private company. Registered October 18. Capital, £30,000 in £1 shares. Objects: To acquire the interest and goodwill of A. F. Gurney in the business of a paper manufacturer carried on by him at Yalding, Kent, together with the benefit of all contracts and engagements in connection therewith; to adopt an

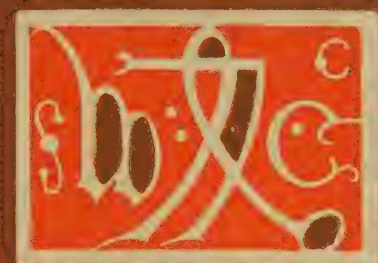
agreement with W. A. J. Foster; to carry on the business of manufacturers of and dealers in all kinds of paper and paper stock goods, stationery, cards, envelopes, wrappers, boxes, cartons, etc. The subscribers (each with one share) are: W. A. J. Foster, 19, Collingham Road, S.W.5, paper manufacturer; W. Manning, 52, Choumert Road, Peckham, S.E.15, solicitor's clerk. W. A. J. Foster signs as managing director. Qualification, one share. Solicitor, L. E. Townroe, 26, Budge Row, E.C.4. Registered office: Bank Chambers, Maidstone, Kent.

Nixon & Co. (Heywood), Ltd. (216,855).—Private company. Registered October 15. Capital £2,000 in £1 shares. Objects: To acquire the business of manufacturers of paper tubes and circular boxes now carried on by W. J. Nixon, J. R. Tetlow, and R. Farrow, at Fir Street, Heywood, Lancs., as "Nixon & Partners." The permanent directors are: W. J. Nixon (chairman), 194, Pilsworth Road, Heywood; J. R. Tetlow, 19, Vicarage Road, Castleton, Rochdale; R. Farrow, 22, St. Martin Street, Castleton, Rochdale. Qualification, £150 shares. Solicitors: J. Mills, 25, Market Place, Heywood, Lancs.

Colonial Pulp and Fibre Co., Ltd. (216,814).—Private company. Registered October 14. Capital £2,500 in £1 shares. Objects: To acquire any invention relating to the treatment of fibres or fibrous substances and the manufacture therefrom of pulp suitable for the manufacture of paper, cardboard or any substance which can be used for any purpose; to adopt an agreement with H. Edwards; and to carry on the business of cultivators of any plant, tree or vegetable from which fibre or any fibrous substance can be obtained, pulp, paper, cardboard and fibre box makers, manufacturers of and dealers in paper and cardboard, etc. The subscribers (each with one share) are: A. J. Skan, 4, Copthall Chambers, E.C.2, solicitor; E. Edwards, 29, Glaskin Road, Hackney, E.9, clerk; H. E. Skan, "Littlecote," Huntercombe Lane, Maidenhead, solicitor. The first directors are to be appointed by the subscribers. Qualification (except first directors), 100 shares. Remuneration £100 each per annum. Solicitors: Romer & Skan, 4, Copthall Chambers, E.C.2. Registered office: 4, Copthall Chambers, E.C.2.

THE CAXTON MAGAZINE

No. 12 Vol. XXVIII
DECEMBER - 1926



PRICE
ONE SHILLING

5

Improvements give

MANN OFFSETS

*30 to 50% greater speed and
unfailing dead register*

See page IX.



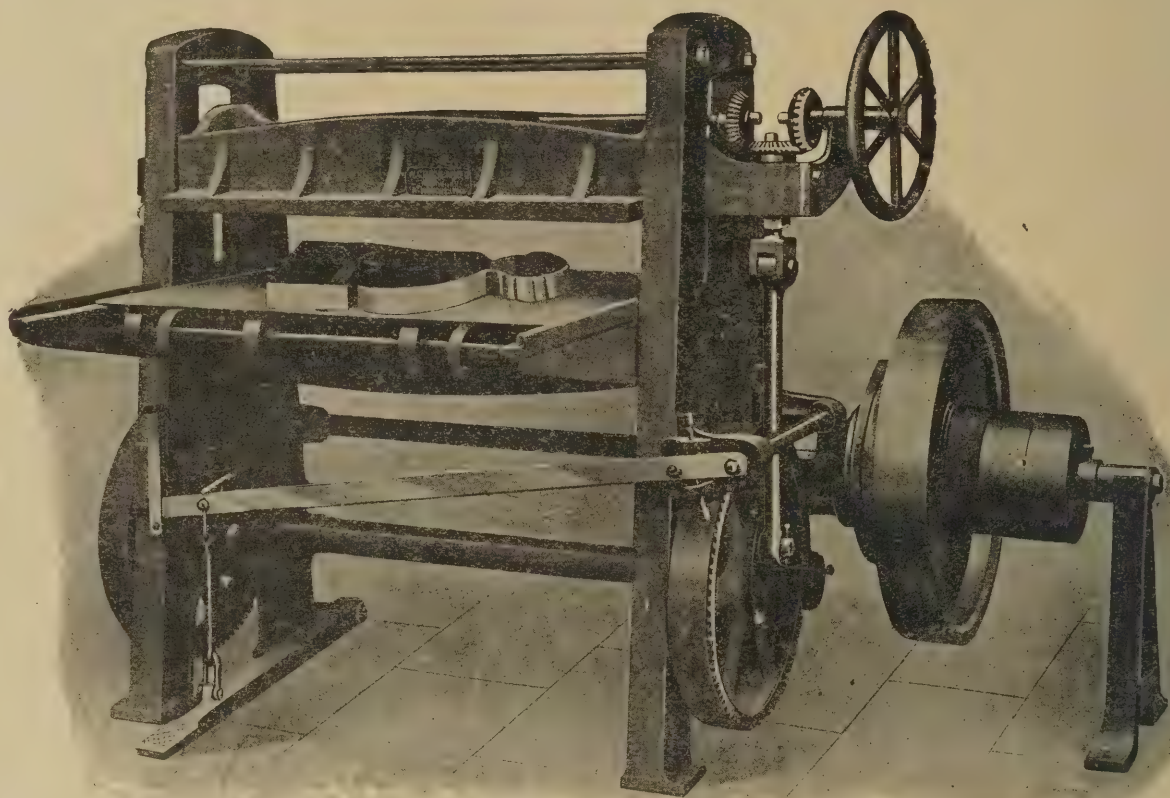
George Mann & Company, Limited, The Offset Machinery Specialists,
Henry Street, Gray's Inn Road, London, W.C.1. Works: Hunslet, Leeds.
Telephone: Museum 5740 (3 lines). Cables: Lithoman, London. Telegrams: Lithoman, Holb, London.

SCHEFFNER

CROSLAND'S

NEW

Double-Geared Punching Machine



This Machine is specially designed for cutting heavy work, including Show Cards, Envelopes, &c. All the wheels are machine-cut and run without noise. It will stop at the top after every cut, or can be kept constantly running if required.

Size of Platen

42in. × 22in.

36in. × 20in.

30in. × 15in.

Illustrated, descriptive catalogue and prices of complete range of machines for CUTTING, CUTTING & CREASING, BENDING, CORNERING, SLOTTING, PUNCHING, SLITTING & RE-WINDING, Etc., on application.

MANUFACTURED BY

WILLIAM CROSLAND LIMITED

BREDBURY, near STOCKPORT

Telephone: STOCKPORT 2663

Telegraphic Address: "GUILLOTINE, WOODLEY"
A.B.C. CODE, 5th EDITION, USED

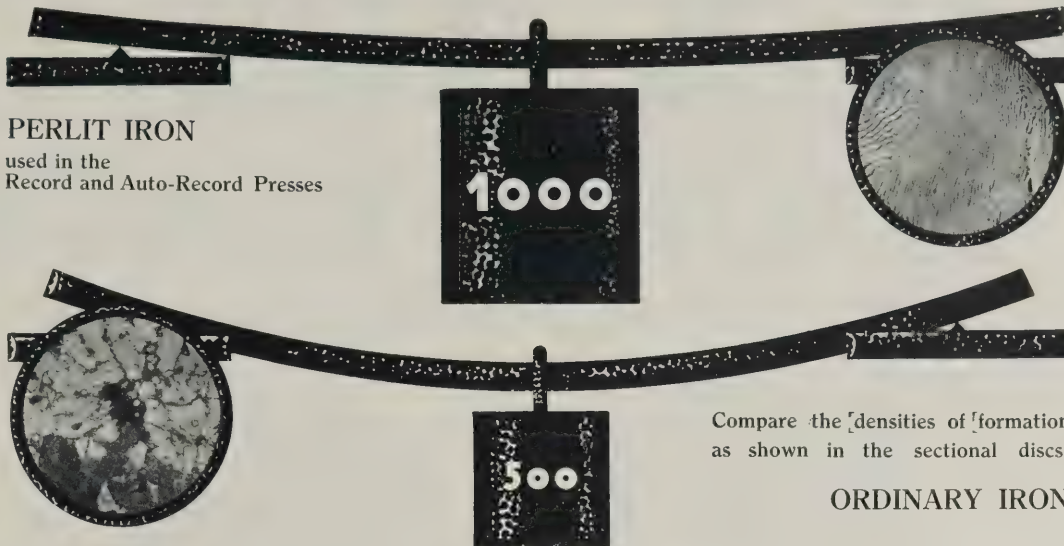
London Office: 35, Old Street, E.C.

Telephone: CLERKENWELL 1665

Please say you saw the Advertisement in THE CAXTON MAGAZINE.

PERLIT IRON

used in the
Record and Auto-Record Presses



Compare the densities of formation
as shown in the sectional discs.

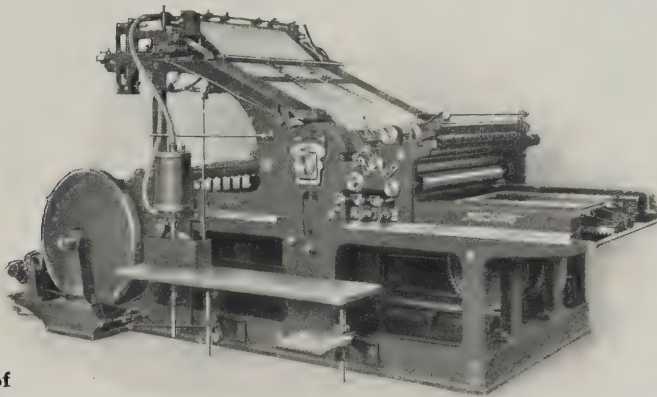
ORDINARY IRON

**All frictional parts of the
AUTO-RECORD HIGH SPEED PRESSES
are made of Perlit**

All frictional parts of the AUTO-RECORD PRESSES are made of Perlit. Perlit is a new form of cast iron many times stronger than ordinary iron. Its peculiar process of manufacture frees it from sandholes or flaws. Perlit has no internal tension, and it is almost impervious to friction wear. Perlit is the finest cast iron science has yet produced,

and that is why it is used on Record and Auto-Record presses.

Auto-Record presses are the best and most economical machines of their class on the market. Constant tests of all the materials used in construction are made at the Works, and this tremendous care is reflected in the complete satisfaction of users the world over.



**Eleven Sets of
Roller Bearings provide
economy and smooth running**

**More than 600
Presses have been sold
during the last four years**

**SOLDANS LTD., 44-46 EAGLE STREET
LONDON, W.C1.**

Telephone:
Chancery 8155

Telegrams:

"Soldanify, Holb., London."

Display lines in our PHOSPHOR BOLD Series

Please say you saw the Advertisement in THE CAXTON MAGAZINE

HUB ART ROTARY BLACK



PARSONS, FLETCHER & CO. LTD.
GRAVEL LANE, SOUTHWARK, LONDON S.E.1.

Established for over 100 years
MANUFACTURERS OF EVERY KIND OF PRINTING INKS

Please say you saw the Advertisement in THE CAXTON MAGAZINE.

Smyth-Horne, Ltd

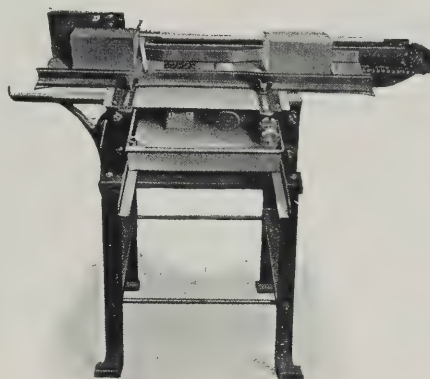
DEALERS IN

SPECIAL LABOUR-SAVING MACHINES

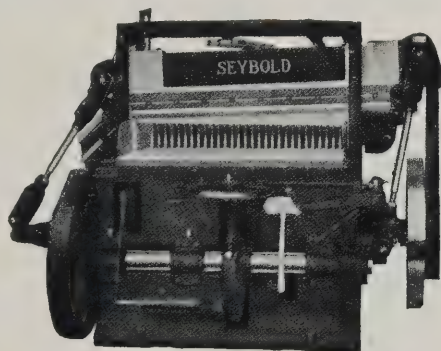
for the Bookbinding, Printing and Allied Trades.



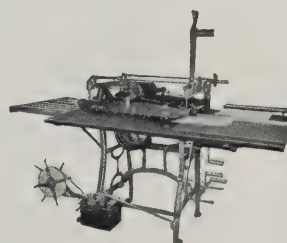
Smyth No. 4 Sewer.
For Sewing Stationery and Letterpress
Books. Best all round Sewer on the Market



Book Back Gluer.
Gluing Back of Books, Magazines,
Catalogues, etc.



Seybold Automatic Paper Cutter, 40in. 44in.,
50in. (Other Special Models 32in. & 38in.)



Brackett Stripping and Binding Machine.

We represent the Sole Sale of:

The Smyth Mfg. Co.'s Book Sewing, Case Making,
Casing-in and Trimming Machines.

The Seybold Co.'s "Dayton" Automatic Guillotine and
New Three-Knife Book and Magazine Trimming
Machines.

The Chambers Bros. Co.'s Quadruple Book Folding
Machines and "King" Continuous Feeder.

The Marresford End Paper and Plate Pasting Machine.

The American Assembling Machine Co.'s Juengst Gather-
ing, Auto-Covering and Wireless Binding Machines.

The Brackett Stripping and Binding Machines.

G.R.S. No. 42 Rapid Jobbing Folders.

The Murray Improved Section Bundler.

All our Machines installed everywhere on an open trial basis.

1-3, Baldwin's Place, Gray's Inn Road, London, E.C.1

Telephone: **Holborn 2215.**

Telegrams: **"Smythorne, London."**



ARE CAST TO LAST

That is one reason why they are so popular in the machine room to-day.

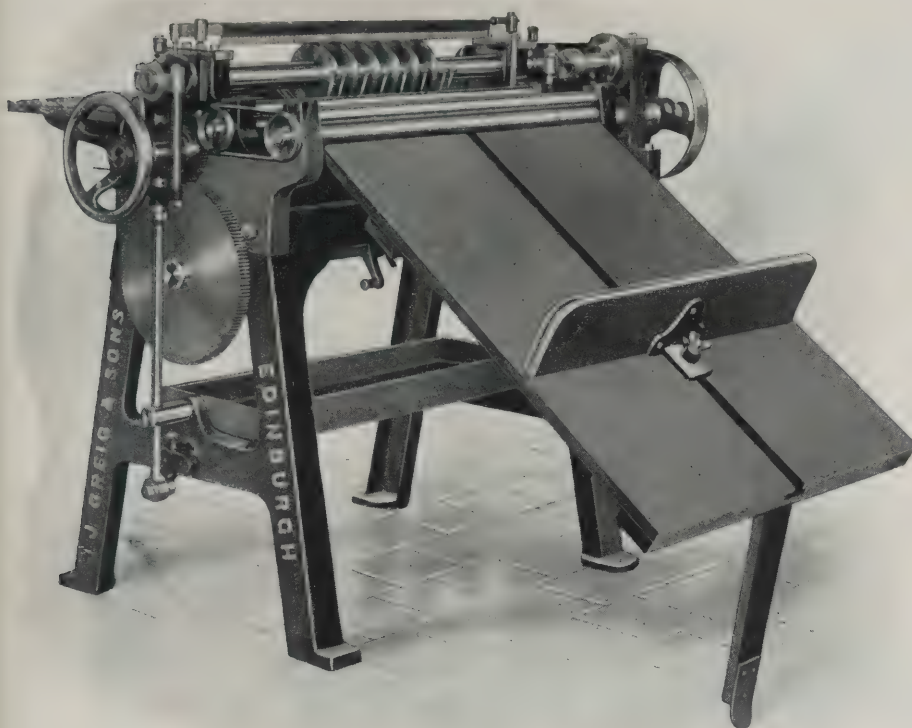
Another reason is because the quality never varies; printers can depend on one casting being just as good as the last.

Owing to their unusual durability it takes a lot of work to wear out Kidd's "Resilient" Rollers, and their "tack" seems almost everlasting.

Rollers for re-casting should be sent to the works, 419, Old Ford Road, London, E.3, packed in boxes suitable for their return. Don't trouble to strip them.

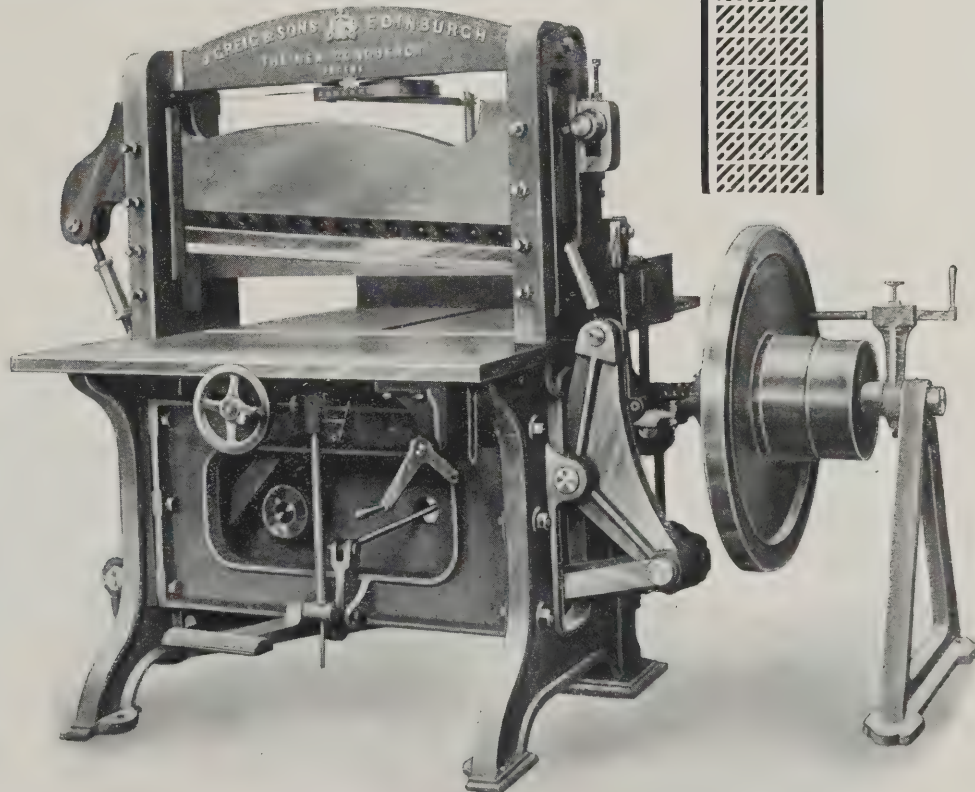
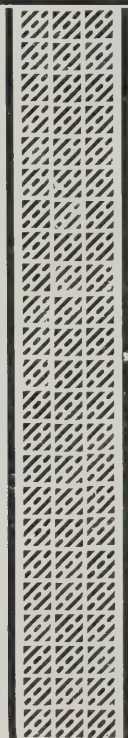
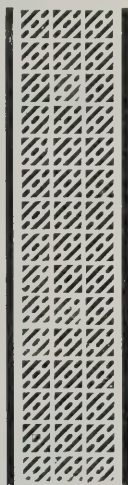


11, Wine Office Court, Fleet Street, London, E.C.4.



**IMPOSSIBLE TO OBTAIN
ELSEWHERE, AS
EQUALLED BY NONE,
AND NECESSARY TO
THE PRINTER**

The only Rotary Perforating Machine built that can do Round Hole, Slot Hole and "Invisible" Perforating, also Slitting and Creasing.

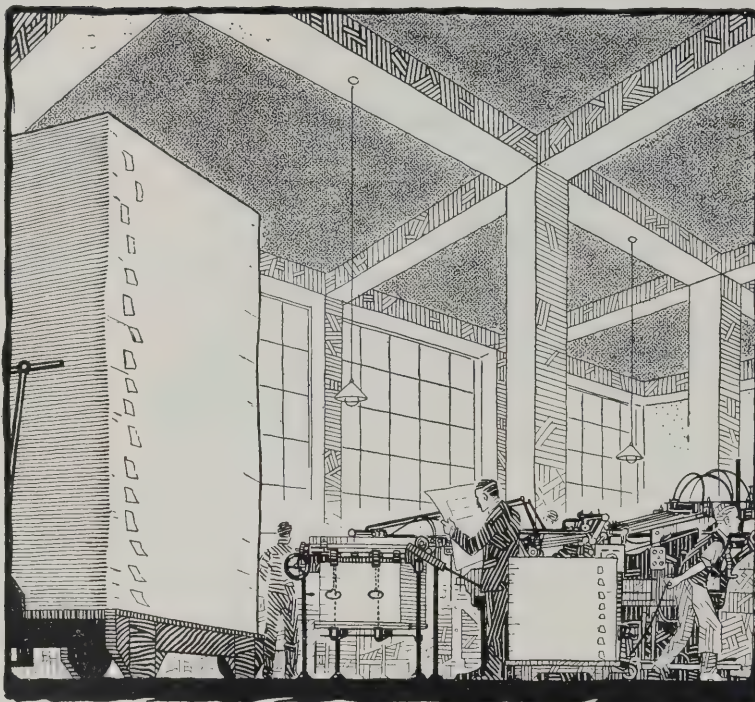


**JOHN GREIG
AND SONS**
Fountain House Works,
EDINBURGH

*ESTABLISHED
1810.*

The "New Conqueror" Self-Clamp Guillotine, for maximum capacity, rapid production and dependable operation, at a minimum of outlay and maintenance cost, is unexcelled.

Please say you saw the Advertisement in THE CAXTON MAGAZINE.



INCREASE PRODUCTION

 ET "L & B" Printing Inks help you to increase the production of your machines and so reduce hourly rates and increase profits.

There is an "L & B" Ink made to suit every kind of work you handle and behind every tin is the experience of over a century in the making of the best Printing Inks.

LETTERPRESS	COPPER - PLATE
LITHO	BOOKBINDING
OFFSET	INTAGLIO
TIN - PRINTING	PHOTOGRAVURE
PRINTING INK	SUNDRIES

Specimen Sheets or Sample Tins willingly sent on request

LORILLEUX & BOLTON, LTD.

31-34, CURSITOR ST., CHANCERY LANE, LONDON, E.C.4

Telephone: HOLBORN 1417, 6895 & 6891.

Factory: STRATFORD, E.15

Monomark: BCM/L & BLTD.

PRINTING INKS FOR ALL PROCESSES

Please say you saw the Advertisement in THE CAXTON MAGAZINE.

ENVELOPES

TRADE
ONLY
SUPPLIED

of every Description

Specialities—REAL MANILA (Fortesdura),
RAG CARTRIDGE, AND CLOTH-
LINED ENVELOPES, DOCUMENT
CASES, FILING COVERS, &c.

Pure Gum only used. Best workmanship on all goods
irrespective of Quality and Price.

JAMES HODGSON & SONS LTD.

ANGEL PASSAGE, 95-6-7-8 UPPER THAMES ST., LONDON, E.C.4

Telephone: BANK 8195, 8196

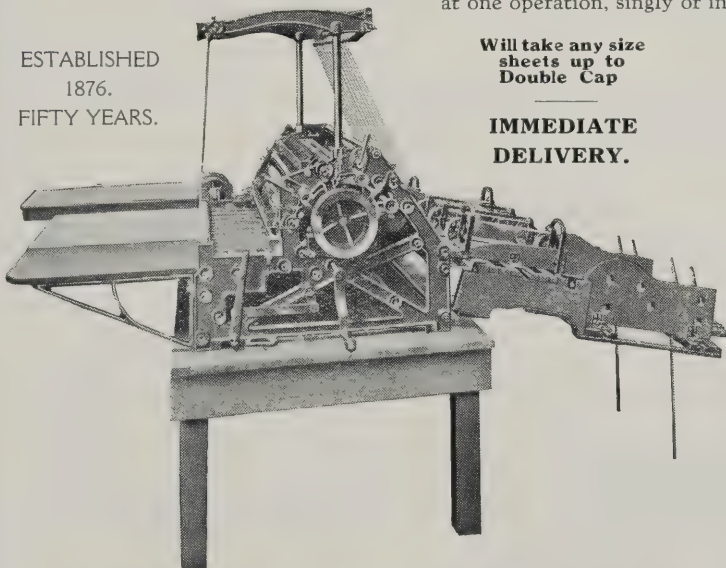
Established 1864

BRITISH MADE

THE "SMALL-IMPERIAL" DISC RULING MACHINE

For High-class Jobbing Work of all descriptions. Will Feint Line and Strike two or more Colours at one operation, 2,500-3,500 Sheets per hour. Ruling, Perforating, Slitting and Creasing can be done on Machine at one operation, singly or in combination with each other.

ESTABLISHED
1876.
FIFTY YEARS.



Will take any size
sheets up to
Double Cap

**IMMEDIATE
DELIVERY.**

SPECIAL FEATURES of this Machine.

1. Latest Style Layboy with Self-adjustable pulleys which delivers the sheets true and accurate. Double Layboy Pulleys and Fittings for delivering two sheets true and accurate when using Slitter. This Layboy is infinitely superior to a Drop Box, and saves time and labour incalculable.
2. The Perforator cuts the bits clean out of the paper and is NOT just a slit.
3. The Rubber Roller and Disc Rod Ends and Bearers are tapered, not straight, and any play can instantly be taken up, which ensure them being always firm.
4. The Discs and Spaces can be supplied on the POINT SYSTEM, if desired.
5. The Machine can be driven from any existing shaft, and four speeds obtained, or direct from a separate motor.
6. It is very simple and easy to work, cheap in price and within the reach of every firm.
7. It is **BRITISH MADE** by a firm with Fifty Year's experience.

WRITE TO-DAY FOR FURTHER PARTICULARS AND PRICES:

JOHN SHAW & SONS, HONLEY, Nr. HUDDERSFIELD.

Telephone 22 Honley.

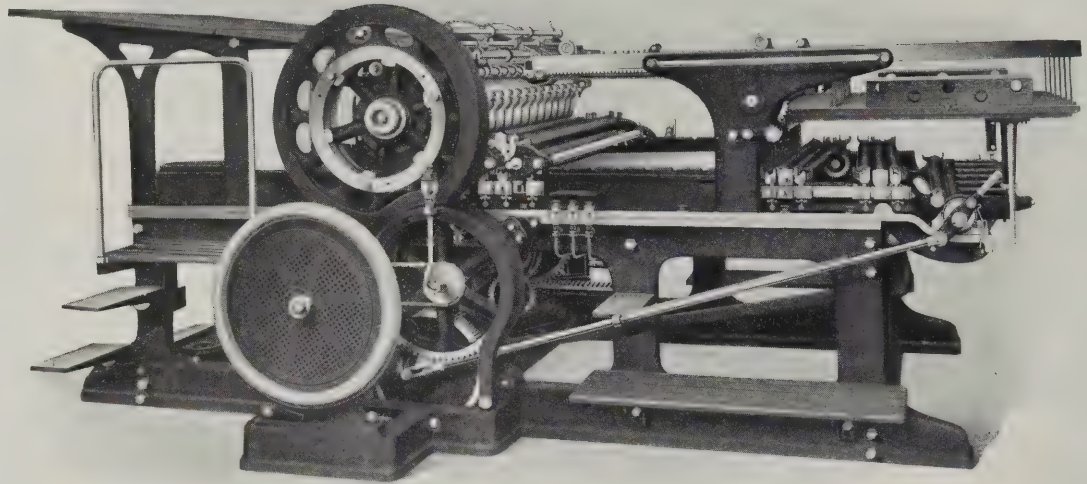
A.B.C. 5th Edition Code used.

Cable & Telegraphic Address: "Ruling, Honley."

Please say you saw the Advertisement in THE CAXTON MAGAZINE.

“PLANETA”

Two-Rev.



INSIDE CHASE MEASUREMENT $37\frac{3}{4}$ by $49\frac{1}{2}$ inches.

With Superior Inking, Correct Distribution, Accurate Register and Perfect Impression, it is without equal for the production of Fine Half-Tone, Multi-Colour and Catalogue Work, at the Highest Speed.

*6 Machines are now installed in one firm,
and can be seen running.*

ALSO

“Planeta” Fine Art Platen Presses

Three Sizes: 10×15 in. $14\frac{1}{2} \times 19$ in. $16\frac{1}{2} \times 22$ in.
Inside Chase Measurements.

“Planeta” Automatic Fine Art Platen Presses

Sole Agents:

Sales Manager: A. W. DEWAR

**P. LAWRENCE PRINTING MACHINERY CO.
LIMITED,**

4, Henry Street, Gray's Inn Road, LONDON, W.C.1.

Telegraphic Address: “LIQUEFY, HOLB, LONDON,”

Telephone: MUSEUM 5743.

5 *Improvements which give*

MANN OFFSETS

30 to 50% greater speed and unfailing dead register !

ALL MANN Two-Colour and Perfecting and "Standard" Single-colour Rotary Offsets now possess these five important improvements:

- 1 Swing Feed
- 2 Most efficient damping
- 3 Improved Inking
- 4 Perfect delivery
- 5 A truly automatic trip

The general trend of the improvements is the elimination of harsh reciprocating

motions by smooth working cams or rotary mechanism.

The advantages of the earlier machines—the MANN patented method of only three main cylinders, ease of operation and splendid accessibility—have not been sacrificed, but exist as hitherto.

Here is an uncommonly fine chance to "Print more—sell more," and to print it better with British Offsets! Seize it TO-DAY!

GEORGE MANN & Co LTD

~ ~ The British Offset Machinery Specialists, ~ ~

Henry Street, Gray's Inn Road, London, W.C.1

'Phone: Museum 5740 (3 lines)

Cables: Lithoman, London.

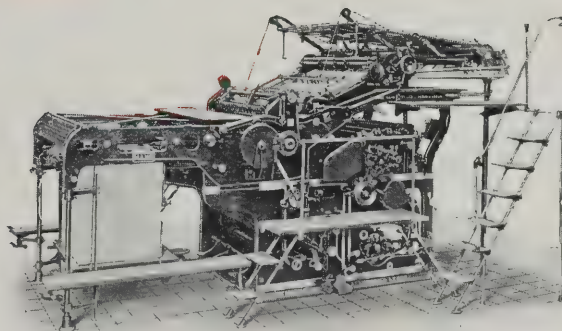
'Grams: Lithoman, Holb, London.

AGENTS: *Australia & New Zealand*: R. Collie & Co., Pty., Ltd., 194-196 Little Lonsdale Street, Melbourne; 230, Clarence Street, Sydney; and at Adelaide, Brisbane and Perth. *South Africa*: W. H. Smith & Co., Ltd., 122, St. George's Street, Cape Town. *China*: Andersen, Meyer & Co., Ltd., Shanghai.

MANN

PATENT TWO-COLOUR AND PERFECTING ROTARY OFFSET, WITH ONLY THREE MAIN CYLINDERS, INDEPENDENT DAMPING UNITS TO EACH PLATE, PRINTED SIDE-UPWARDS, PILE DELIVERY AND ALL THE LATEST IMPROVEMENTS.

SUPPLIED WITH OR WITHOUT PILE HOIST AND AUTOMATIC FEEDER.



Please say you saw the Advertisement in THE CAXTON MAGAZINE.

Specialities by — Fisher Clark & Co. Ltd., Boston, Eng.

DA 2.

No. _____

Name _____

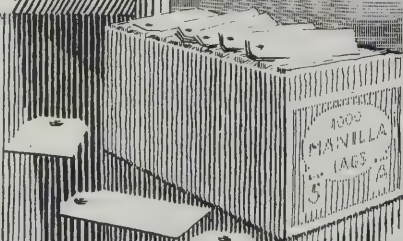
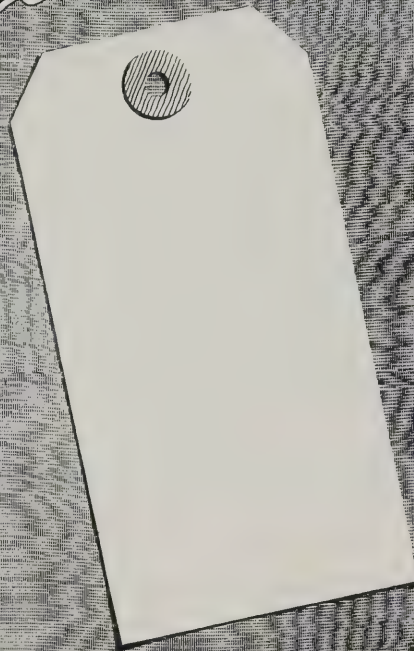
Week ending _____ 192

DAY		IN	OUT	IN	OUT	TOTAL
T ^H	A.M.					
	P.M.					
F	A.M.					
	P.M.					
S	A.M.					
	P.M.					
S ^{UN}	A.M.					
	P.M.					
M	A.M.					
	P.M.					
T ^U	A.M.					
	P.M.					
W	A.M.					
	P.M.					

TOTAL TIME HRS.

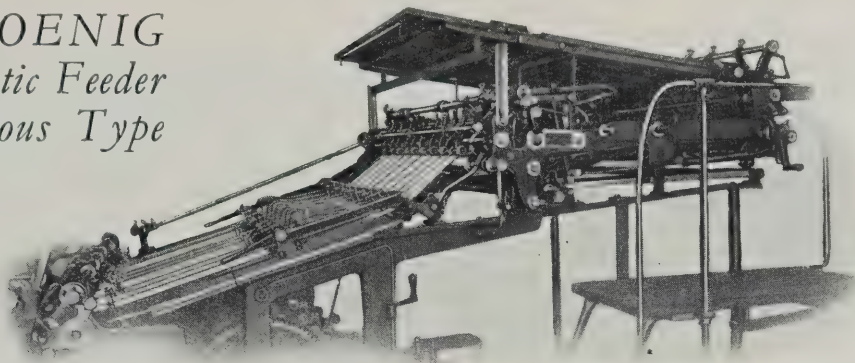
RATE

TOTAL WAGES FOR WEEK &



Please say you saw the Advertisement in THE CAXTON MAGAZINE.

*The KOENIG
Automatic Feeder
Continuous Type*



The Traveller's Tale

"IT'S the outside man who gets all the kicks" said the Printer's Representative.

"I've had twenty years of it, so I ought to know. You people inside have a cushy job, but I'm the air buffer, and if there is any criticism coming, I get it. Proofs! yes of course they get proofs, and errors on proofs, if they get past the reading desk, would certainly be discovered by the customer, who knows more about his own product than we do. It's not proof reading that worries me—It's deliveries. Complaints? No I don't know that I have any just at the moment, but I have had an over-dose of complaints in my time. Lately, I must say things have been better, and I can tell you the reason. Some weeks ago the firm installed KOENIG AUTOMATIC SHEET FEEDERS to all the machines, and the way those little wonder workers have been speeding up delivery is a marvel.



Why, I used to dread going to see some of my customers. They used to growl so, because deliveries weren't up to time, but now it's —'when do you want delivery?' I give them a date, and the works back me up. You see that KOENIG FEEDER is capable of putting on a rare turn of speed, and what's more it gets the sheets laid on so accurately that there's never the least trouble about register. The work's improved, and it is produced on time. A run of 1,000 or half a million goes through according to schedule. It's like a knife cutting butter. There is one KOENIG FEEDER which will deal with a pile of paper—anything from tissue to card—27 inches high, sheet after sheet, and then like Oliver Twist, it asks for more. THE KOENIG FEEDER IS A GOOD FRIEND TO ME."

*A Folder describing the KOENIG AUTOMATIC SHEET FEEDER
will be sent to any reader upon application.*

KOENIG AUTO SHEET Feeder.

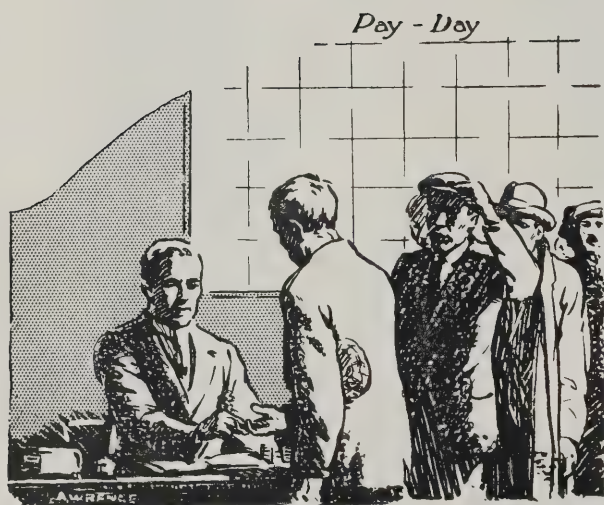
Sole Distributors: HONEYWILL BROS. LTD., 79 MARK LANE, LONDON, E.C.3

Telephone: ROYAL 3040

Telegrams: "TYCHE, FEN. LONDON"

THE GREAT SUCCESS

With high labour costs



You cannot ~
afford to keep
your old machine
The only way to
economise labour
is to instal the ~
most up-to-date
machinery in your
works.

Your first need
is an ~ ~ ~ ~

AUTO-PHOENIX

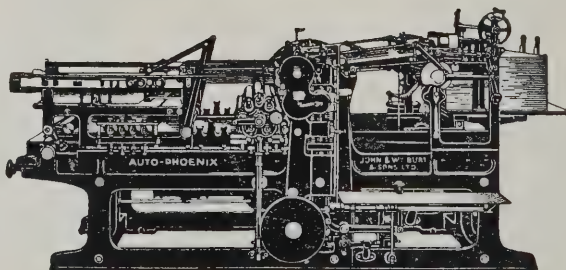
**JOHN & WILLIAM
BURT & SONS LTD**

3 ROSEBERY AVENUE LONDON E.C.1

Telephone: CLERKENWELL 6029

Enquiries invited Demonstrations given

YOU CANNOT BUY A BETTER TWO REVOLUTION MACHINE



SIZES DEMY TO QUAD ROYAL

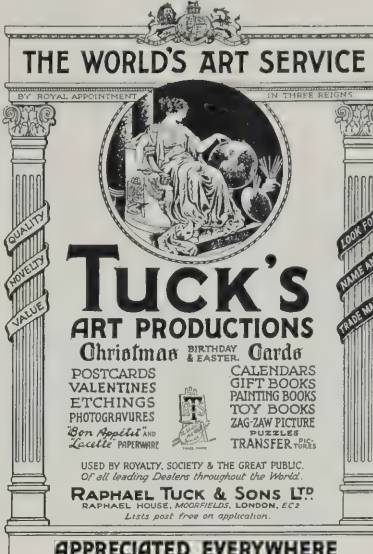
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FOR PRINTERS and
ACCOUTREMENT MAKERS

The STANDARD ENGINEERING CO. LTD.
Swington Valley Rd.
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Branches: London Kettering & Bristol



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BY ROYAL APPOINTMENT IN THREE REGIONS

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ART PRODUCTIONS

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*Don Appelt and
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ZAG-ZAG PICTURE
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USED BY ROYALTY, SOCIETY & THE GREAT PUBLIC.
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RAPHAEL TUCK & SONS LTD.
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Lists sent free on application

APPRECIATED EVERYWHERE

*When writing Advertisers
:: :: kindly mention :: ::
The Caxton Magazine*



**JOHN SWAIN
& SON, LIMITED**

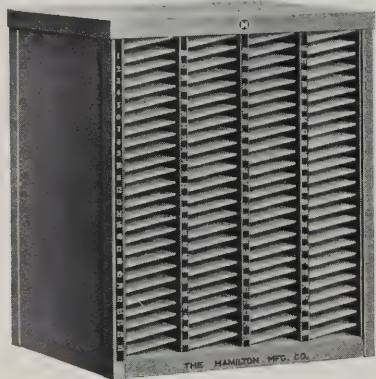
Art Reproducers

BY ALL PROCESSES.

Telephone: 89-92 Shoe Lane, Telegrams: Isochromatic,
Central 9333 LONDON, E.C.4 London.
Five Lines.

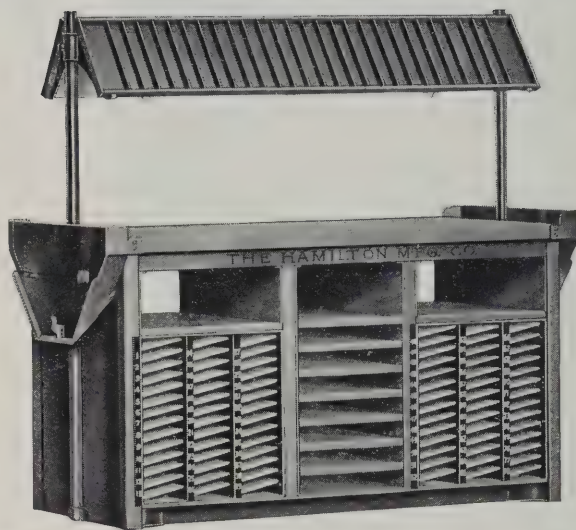
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Steel Composing Room Equipment

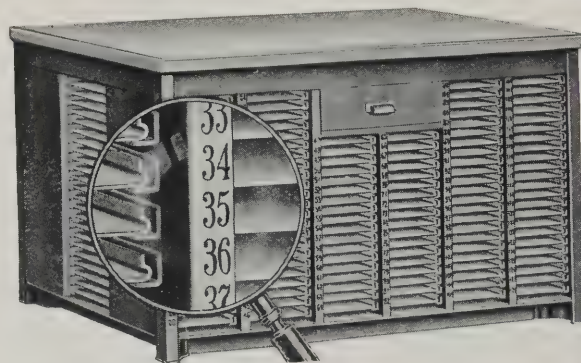


No. 13520. Galley Cabinet with shelves for 100 Galleys $6\frac{1}{4} \times 23\frac{1}{2}$ "

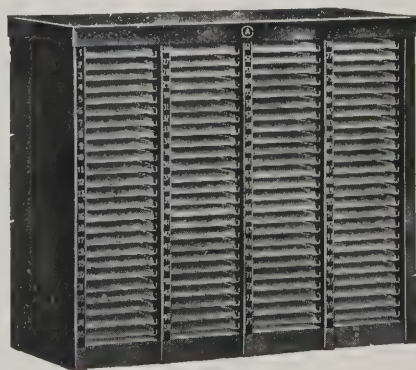
No. 13545. Galley Cabinet with runs for 100 Galleys $6\frac{1}{4} \times 23\frac{1}{2}$ "



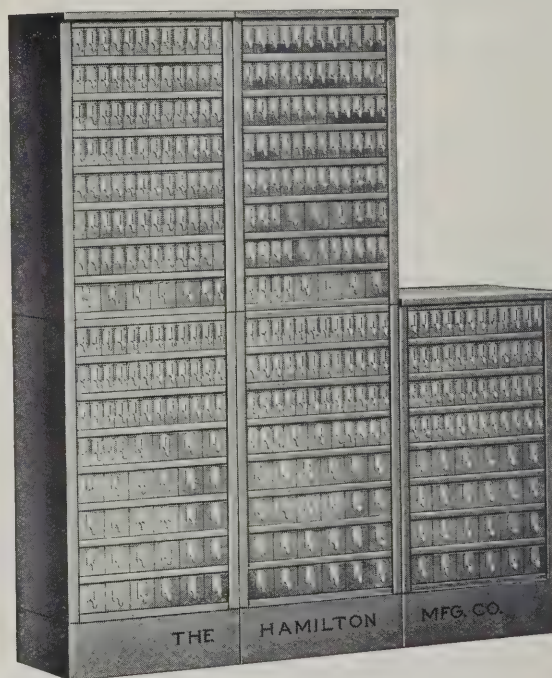
No. 15660. Steel Storage and Correcting Table. Top 28×72 " Dead metal Bins, wired and fixtured for three lights.



No. 14010. Steel Imposing Table with Iron Top 39×65 " Capacity 306 Steel Galleys $8\frac{3}{4} \times 13$ " inside.



No. 13540. Steel Unit Galley Cabinet. Capacity 100 Steel Galleys $8\frac{3}{4} \times 13$ "



No. 13440. All Steel Sectional Unit Sort Cabinets. Illustration shows five units.

Complete Composing Room Equipment supplied.

BAKER SALES CO.

**23 FARRINGDON AVENUE,
LONDON, E.C.4.**

Peerless Black



PEEERLESS BLACK is invaluable in the manufacture of the best half-tone inks for fast-running presses. It contributes that easy flowing quality essential to high-speed work.

Ink made with PEEERLESS BLACK will not check or clog the press fountain and distributes evenly on the rollers.

Sole Selling Agents

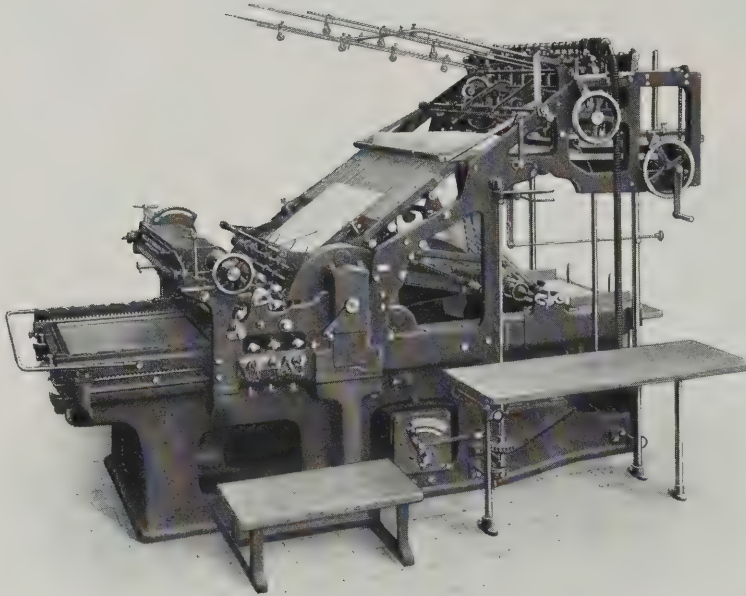
Binney & Smith Co.

6 & 7, STONECUTTER STREET, LONDON, E.C.4.

Telephone Nos. : CENTRAL 8323 and 8324.

Telegraphic Address : "NOIRCEUR, LONDON."

FOR QUALITY WORK AT SPEED A VICTORIA AUTOMATIC CYLINDER PRESS



is absolutely necessary. This machine will turn out work at the rate of 2,500 per hour, and by a few simple movements and in one or two minutes can be changed from automatic to hand feeding. It is made in a variety of sizes, and particulars will be gladly furnished on application to:—

**FRANK F.
PERSHKE LTD.**

NORFOLK HOUSE
NORFOLK STREET
LONDON, W.C.2
and at MANCHESTER,
BIRMINGHAM, and
DUBLIN

**REGLET,
etc.**

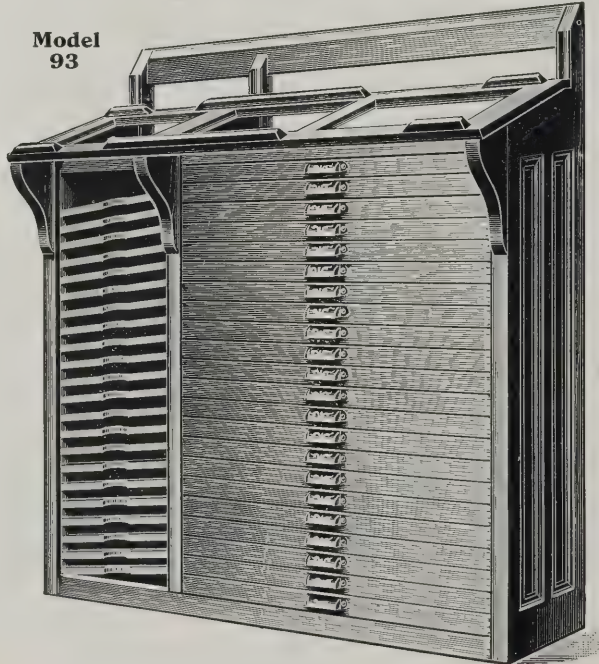
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and
RULES
of every
description**

**CHASES
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**Model
93**



**CABINETS
FRAMES
RACKS
for every
requirement
CASES
MOUNTING
BOARDS
IMPOSING
SURFACES**

Specification of Model 93

Dustproof Cabinet-Frame, fitted with Steel Runners for 22 Cases, and Galley Rack at side with straight or sloping shelves (as required) for 22 Jobbing Gallies.

£8 12 0

Telegrams:
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London.
2 words)

JOYCE & CO.

(Proprietor—E. A. JOYCE)

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(3 lines)

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ARE BUSINESS GETTERS

Our EXPRESS SERVICE

PROVIDES DELIVERIES BY RETURN TO
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FREE PACKING—5 per cent. ONE MONTH.

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E.C.4.

BIRMINGHAM
53, Barwick St.

MANCHESTER
31, New Cannon St.

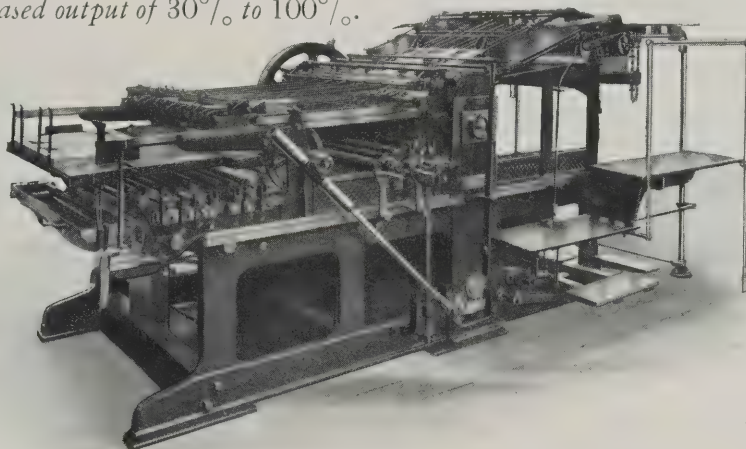
LEEDS
Crown Works,
East St.

GLASGOW
65, Jamaica St.

MILLINGTON & SONS, Ltd., Crown Works, TOTTENHAM, N.15

H. T. B. SEMI-AUTOMATIC SHEET FEEDERS

Are you interested in obtaining the highest output your press can give? Should this not interest you at the moment it is just as well to examine our claims that we can give you an increased output of 30% to 100%.



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Telephone: Walthamstow 0211

Telegrams: Ardtobeat, Waltstreet, London



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TO THE TRADE

Telegrams:
"SECUROMAC, FLEET,
LONDON."

ROBERT MACDONALD, ENGRAVER,

*Steel & Copper Plates
& Dies.*

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PROTECTIVE

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Fetter Lane,
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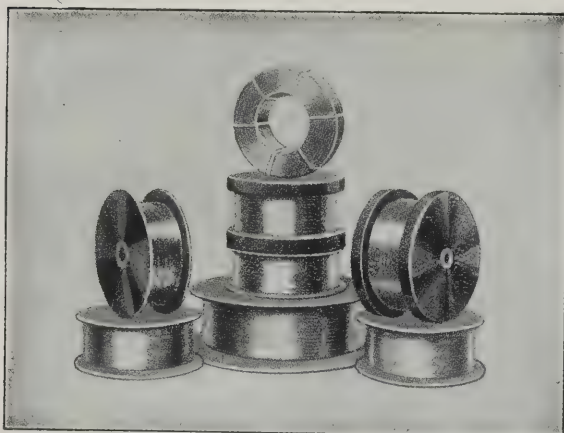
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AND TINTS

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— ETC. —



STITCHING WIRE

of the Finest Quality on the Market.

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on Sticks or Boxed.

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"LIGHTNING"
Paper Clips

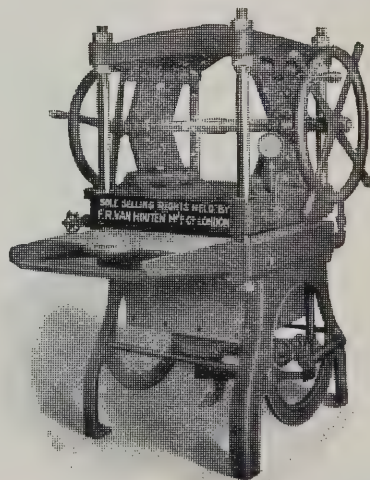
CARD CONTRACTORS,
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CALENDARS, SUSPENDERS
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Ask your broker for
Thornton's Wire.

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THORNTON**

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Paragon Wire Works,
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MAKE YOUR OWN
RUBBER STEREOS
FOR PRINTING



WRITE FOR FULL PARTICULARS:

The VAN HOUTEN MFG. Co.
33a, FORE STREET, LONDON, E.C. 2.



Achievement

PROGRESS SERIES: No. 5.

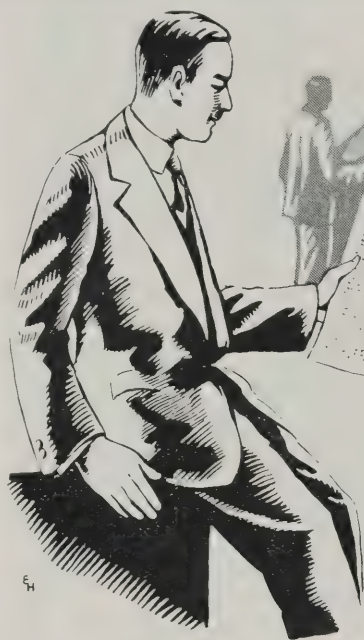
Before the construction of the Assuan Dam the Nile lost by evaporation alone 100,000,000 cubic yards of water in each twenty-four hours. This masterpiece of engineering is the product of Sir William Wilcox's fertile brain. The quantity of water retained by the dam is over one billion cubic yards, which roars with a thunderous noise through 180 enormous sluices to irrigate the agricultural lands of the Nile.

THE Assuan Dam is perhaps the greatest achievement of human endeavour to harness the resources of nature. History is crowded with the records of great things done for national well-being. But equally great are achievements in the smaller spheres of life. Around the corner lurks the romance of accomplishments.

Back in '48 Benjamin Winstone opened a little workshop in Wine Office Court and started making printing inks. That was seventy-eight years ago, and by dint of hard work, service and fair dealing the little one-room laboratory of '48 now comprises two large modern factories.

Members of the craft pay tribute to this record of achievement by justly acknowledging the superiority and high quality standard of Winstone productions, which include Printing Inks, Rollers, Roller Composition, Sundries and time-and-cost-saving Specialities (Litho and Letterpress).

B. WINSTONE & SONS, LTD.
100-101, SHOE LANE, LONDON, E.C.4.



*For Quality, Simplicity,
Reliability & Economy install
a "Universal" Typograph.*

FRANK F. PERSHKE LTD.

NORFOLK HOUSE, NORFOLK ST. LONDON W.C.2
AND MANCHESTER, BIRMINGHAM AND DUBLIN.

WE SPECIALIZE IN :

Gusset Bags Catalogue Bags
Cloth-Lined Bags Fastener Bags
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Large Die Stamping

MANCHESTER ENVELOPE Co.

Envelope Makers and Large Die Stampers,

Meco Works, Buxton Street, London Road, MANCHESTER.

Wire: "MANENCO, MANCHESTER"

'Phone: CENTRAL 4589.

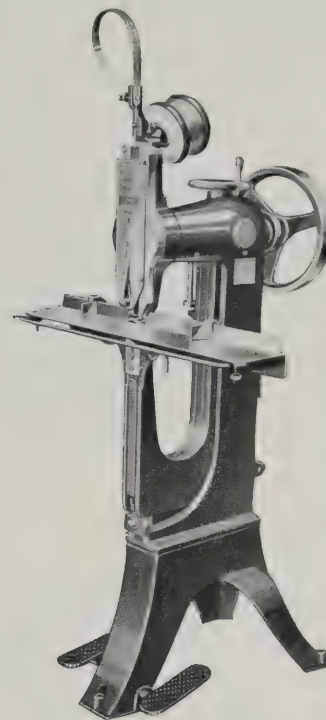
The Famous BOSTON WIRE STITCHERS

Single Adjustment

To all users of wire stitchers, this feature of the "Bostons" will strongly appeal. By turning the hand-wheel at the back of the machine to "set" the thickness of work, all other parts are adjusted, and the first staple driven is as perfect as the last. No guessing, no trying, no spoiled work. This one feature places them above any competition, and does away with expensive accidents typical of many competitive machines where the adjustments are indifferently made.

Sold by . . .

**The
LANSTON MONOTYPE CORPORATION Ltd**
43 & 44, FETTER LANE, LONDON, E.C.4.

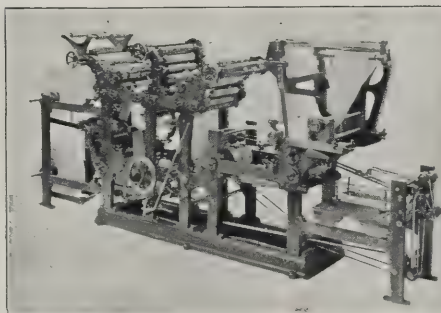


No. 7 MODEL
2 sheets to 4in.

ROTARY PRINTING MACHINES

Jobbing Rotary Printing Machines,

Printing on both sides in
one or more colours at
7,000, per hour.



Timson, Bullock & Barber, Ltd.

(Successors to H. NEDDEN & CO.)

**Royal London House,
Finsbury Square,
London, E.C.2.**

And at
PERFECTA WORKS, KETTERING.
Telephone: Clerkenwell 8044.
Telegrams: "Timbulbar, Finsquare, London."

LARGEST MANUFACTURERS OF PRINTERS' LEADS IN THE WORLD.

MACHINE CAST AND PLANED PRINTERS'

LEADS & CLUMPS

CONTRACTORS TO
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SPECIAL TERMS TO
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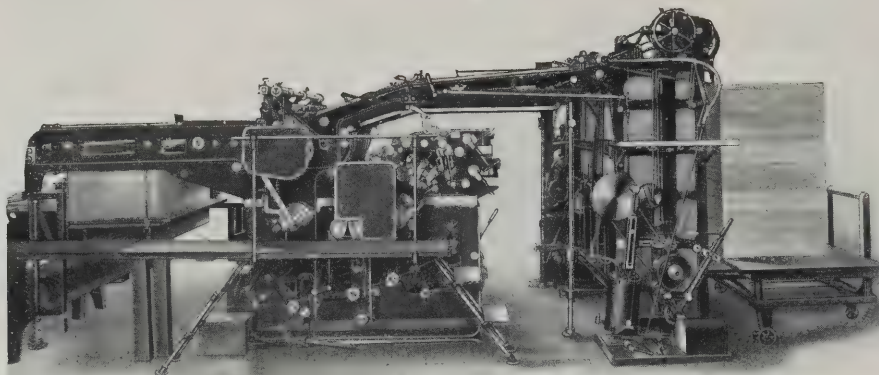
TAYLOR & WATKINSON **BELGRAVE FOUNDRY** **LEEDS**
BERKING AVENUE
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Telephone No.: 24753.

Telegrams: "Pica, Leeds."

Code: 5th Edition A.B.C.

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The "Universal"—Deep Pile Model—on a large Offset Press. This Feeder, in conjunction with the automatic pile delivery of the machine, and the "Universal" paper pile truck (which can be seen behind the feeder) form a continuous-running unit.

128 Sold During October !

The popularity of "Universal" Feeders still grows ! During the month of October alone, 128 "Universals" were ordered. This number represents more than a whole year's output of many feeder manufacturers.

THIS insistent demand for "Universal" Feeders, and the continual week-by-week competition for early deliveries proves that British printers now recognise that the "Universal" is the best of all feeder propositions.

Judge it by any standard you like as a trouble-free automatic feeder; as an engineering masterpiece; or as an investment for better work and higher output—the "Universal" stands supreme.

No other mechanical feeder can give the same

assurance of unfailing functioning, rapid change-over, accurate register and instant adaptability to all printing conditions and to all weights and varieties of paper. All models are arranged for double laying-on, and for almost instantaneous conversion to hand laying-on.

Besides this, the "Universal" costs less to instal, takes less time to set, and needs less attention while running.

The owners of over 9,000 "Universal"-equipped presses have *proved* these facts.

Why don't you fit the "Universal" to your Presses ?

The "Universal"
A.J.D.
THE FEEDER WHICH "LAYS ON" UNERRINGLY
AUTOMATIC SHEET FEEDER

Manufactured by
KLEIM & UNGERER.

British Representative:

A. J. DRONSFIELD, A.M.I.Mech.E.
25 & 26, LIME STREET,
LONDON, E.C.3.

Telephone: Avenue 4002.

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REPEAT ORDERS

are always ample evidence that customers are entirely satisfied !

The large number of printers repeating their orders for Noffset proves that this preparation fulfils all the claims we make for it. If you have not tried Noffset let us send you a free sample.

OVER
4,000
USERS



"NOFFSET"
PREVENTS OFFSET
NOFFSET

ELIMINATES SLIP-SHEETING
in Letterpress or Litho Printing

"Noffset"

Makes it possible to run presses at full speed.
Is efficient on both plain and multi-colour work,
particularly on half-tone jobs.
Will not affect the rollers, discolour the ink, nor
fill up the type. Prevents paper picking.
Permits full run of ink increasing the production of
clean and neat presswork.

Send for Sample and further particulars



8 Fulwood Place, High Holborn,
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**BEN DAY
SHADING
MEDIUMS**

FOR ART WORK ON STONE,
METAL & CARD BOARD

*Invented by Benjamin Day
Used by the leading Lithographers
and Photo Engravers of
the World.*

Full information from Sole Agent :-
REGINALD ECCLES,
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"S.M." PASTE

is a Unique Preparation

*for Lithographers which causes colours to
dry rapidly into the paper without leaving
a glazed surface.*

*S.M. enables the next colour to be printed
without any treatment or "dusting" of the
sheets, as is usually necessary.*

*S.M. enables Bronzing to be done after
printing several colours, because it leaves
the sheets quite free from "tackiness."*

*S.M. effectually carries the Ink into the
paper, so that "set-off" troubles are en-
tirely avoided.*

Price: 2s. 6d. per lb.

SHUCK, MACLEAN & CO.
Printing Ink Manufacturers Ltd.
3 to 7 Gunpowder Alley, Shoe Lane
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Phone: Central 2594 Telegrams: Shumac, London.

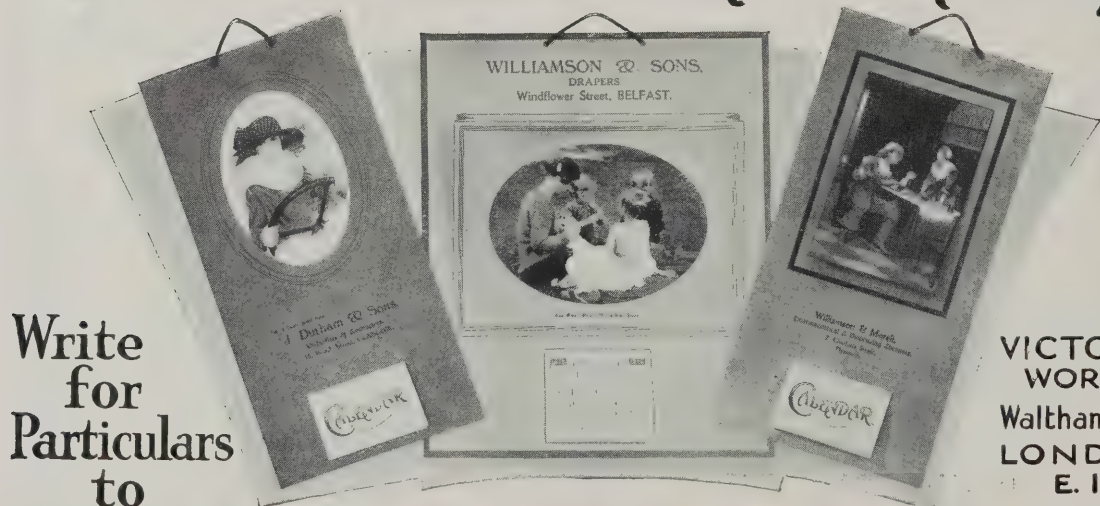
Shuck,
Maclean
& Co. LTD

3-7 Gunpowder Alley
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For
Trichromatic
Inks

Trade Calendars

that strike a New Note!



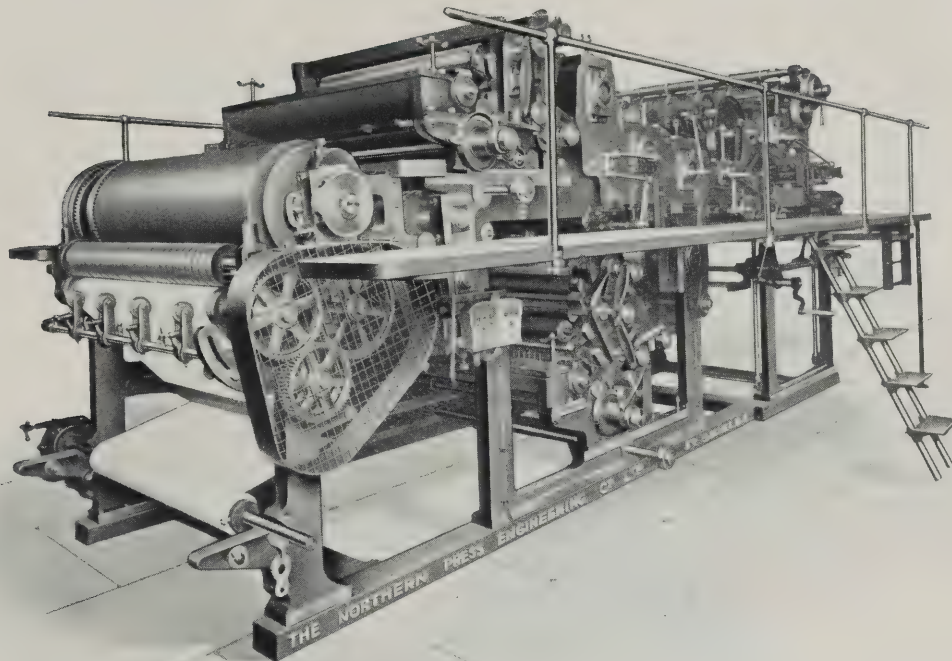
Write
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Particulars
to

VICTORIA
WORKS.
Walthamstow
LONDON
E. 17.

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Rotary All-size Printing & Folding Machine



WILL PRINT SHEETS ANY SIZE between maximum and minimum, and deliver them folded into signatures of 8, 12, or 16 pages, or in flat sheets. Additional folding mechanism can be provided to suit requirements. Register and Folding accurate.

Full Particulars and Prices on Application to :

The Northern Press Engineering CO., LTD.,

Makers of all kinds of Rotary Printing Machines, Intaglio Presses,
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Telephone :
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SOUTH SHIELDS.

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London Office : 5, CHANCERY LANE, W.C.2.

'Phone : HOLBORN 2761.

Telegrams : "NORPRESS, FLEET, LONDON."

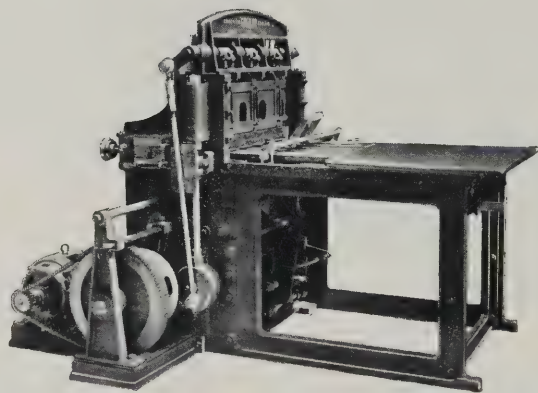
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GROVER
LONDON.E15.ENGLAND.

Telegrams:
"ADOPTED, STRAT, LONDON."

Telephone:
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Specialists in PERFORATING MACHINERY



THE "GROVER" PERFORATOR, Type 1,
with Direct Drive by Silent Chain.

This Machine is now perforating the Postage Stamps
of most of the principal Countries of the World

PERFORATING MACHINERY FOR ALL PURPOSES

It is impossible to illustrate, describe or enumerate the lines of our activities
in Perforating, but it will pay you to put up to us your problems however
complex. There are very few lines we have not touched.

GROVER & CO. Ltd

BRITANNIA WORKS,

Carpenters Road, Stratford, LONDON, E.15

Members of the Asso'n. of British Manufacturers of Machinery for the Printing & Allied Trades.



With Winkler Stereo Machines you are sure to get quick service, well done, at low cost.

Salesman: "A stereo machine is economical only when a fair selling price is followed by low operating costs. In reliability of operation and freedom from repair bills the Winkler machines have acquired recognised leadership, but *if* a breakdown occurs efficient service is promptly available.

Prospect: "Yes, every salesman brags about his service. But try to get it!.... And they stick you on parts."

Salesman: "The Winkler Company regards service honestly—just as it does manufacture. Winkler machines are built with painstaking care and precision in the most modern and scientifically equipped manufacturing plant and the Winkler Company stands right behind them, throughout their long life to see that they are kept right. And Winkler service at *low cost* includes Winkler parts at *low cost*. Winkler parts are priced exactly in the same way as Winkler machines—the *cost of manufacture plus a fair profit*.

Prospect: "This is all right for printers near-by, but what about distant offices like mine?"

Salesman: "The same sort of service is available. Winkler machines are at work all over the U. K. and no Winkler is ever far from interested care. With its system of standardization the Winkler Company can supply practically all machine parts from stock."

Prospect: "Supposing I order a Winkler, will you give me the benefit of your experience to ensure consistently good stereo results?"

Salesman: "Of course we shall. In making use of the service we put at your disposal you have it within your power to standardize your stereotyping method in a manner that will prove most helpful to you. The Winkler Company couldn't lead in its field for so many years if it sold just stereo machinery. It has always sold the world's best and most economical stereo machines, *plus efficient service*. We, as Selling Agents, can supply the best and most suitable flongs and moulding materials for your Winkler plant requirements."

36-38, WHITEFRIARS STREET,
FLEET STREET, LONDON, E.C.4.

'Phone: CENTRAL 3839.



SOLE AGENTS for U.K. and COLONIES for
WINKLER, FALLERT & Co., Ltd.
BERNE (SWITZERLAND).

“Dominion Wove”

STATIONERY

All British Product

Manufactured from Raw Material to the finished article in our own Mills and Factory.

Gives maximum value and full profit to the Shop-keeper.

Supplied in Cream and Azure Blue, in

Notepaper and Envelopes, Pads and Compendiums.

It has a pleasing surface and suits any pen.

Send for Samples and full price list to :

SPICERS LIMITED, Union Street, S.E.1

IF IT'S

Poster Printing

Let LANGLEY'S

HELP YOU !

SEND for Folder showing 30 other services for Printers, including Monotyping, Machining, Folding, Wire Stitching, Card Cutting, Edge Gummung, Holeing, Cording and Perforating.

LANGLEY & SONS, Ltd.
The Euston Press, Phone: Museum 0727
6 & 8, Euston Buildings,
LONDON :: N.W.1.

Loyal and Confidential
Service for Printers.

DYER LTD

DIE SINKERS, ENGRAVERS
ARTISTS & DESIGNERS

TO THE PRINTING
& ALLIED TRADES

EMBOSSING DIES
FOR ALL PURPOSES

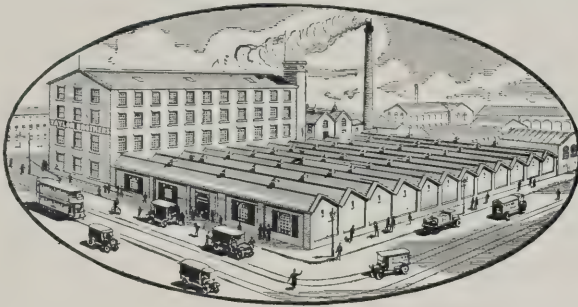


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ANYTHING IN COLOR!

Better, Quicker and Cheaper than can usually be obtained.



Pictorial Lithographed Posters

(in' sheets up to 40 x 60 inches)

For Shipping, Railways, Pleasure Resort Announcements, etc.

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Showcards, Labels, Wrappers,
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Chromo Almanacs, Card Calendars
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 etc., etc.

PICTORIAL BLOTTING SLIPS in large variety. Best and Cheapest.

INFORMATION, SAMPLES AND PRICES ON APPLICATION.

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Dry Stereo Flong

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SPECIALLY

SOFT AND PLIABLE

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**GOLD, ALUMINIUM
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Manufactured by

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Sole Importers for the United Kingdom

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Machine Ruling colours a speciality.

Samples and prices on application.

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Estd. 1859

**STILL HOLD
THE FIELD**

Use our Alloys of

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Mono
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Typograph
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METALS

QUALITY
VALUE
SERVICE & SATISFACTION
FROM
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PAPERS IN REELS 8-in. to 48-in. wide
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**Chromo
and
Tin Foil
Papers.**



**Paste
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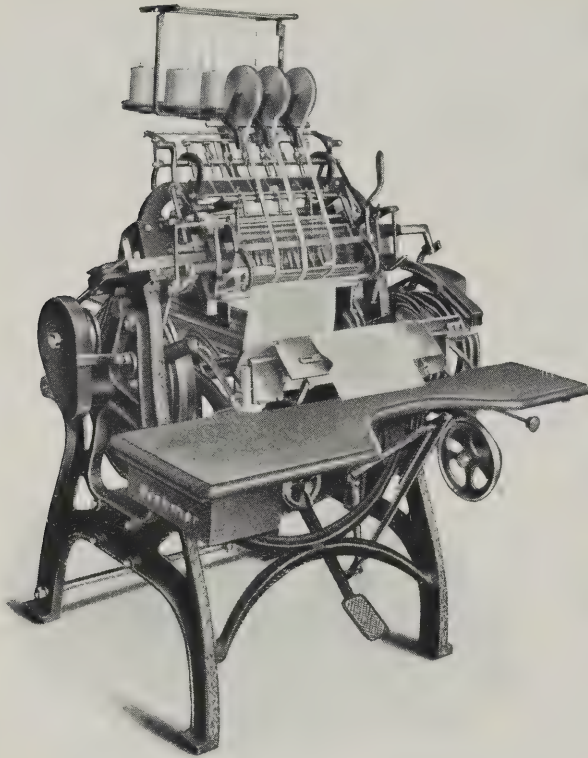
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No. 38 ³/₄ "Brehmer" Letterpress
Sewing Machine.

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**Latest "BREHMER" No. 38³/₄
LETTERPRESS SEWER is the
FINEST ON THE MARKET.**

1. Speed—70 sections per minute.
2. Simplicity of operation.
3. Sews with or without tapes or gauze.
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5. Will sew with stitch staggered in alternative sections, thereby obviating back swell when sewing thin India paper.
6. Self-adjusting saddle for thick or thin sections.
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FOR PARTICULARS OF THIS AND OTHER NEW
MODELS SEND TO:—

AUG. BREHMER'S British Successor
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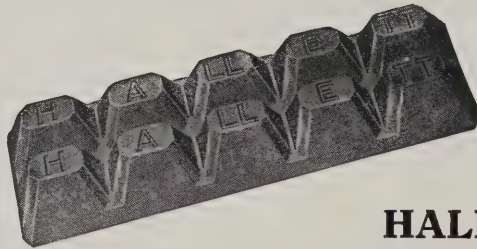
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Hallett Metals
Always
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Exactly
True
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ESTABLISHED 1806.

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Works :

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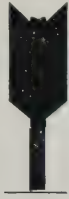
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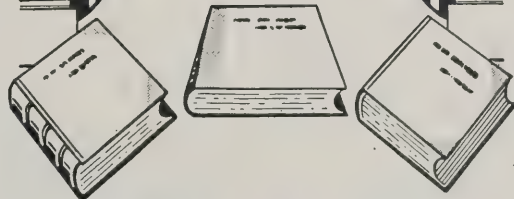
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BRONZE POWDERS

of exceptional brilliance, fineness and
:: :: covering power. :: ::

Manufactured by

MESSRS. BERNH. ULLMANN
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(Established 1846), one of the
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1lb. will go as far as 1½lbs. of
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LARGE FOUNTS OF MODERN AND DISPLAY FOREIGN TYPES.

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Send full particulars for estimates to

First Quality Work,
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**For your convenience
and
protection**

**PASS
PRINTING
METALS
are numbered**



☐ All grades of PASS PRINTING METAL are cast into notched ingots of about 28 lb., readily breakable into pieces of about 1½ lb.—a convenient size for the machine melting pot.

PRINTERS should realise that all Pass brand numbers stand for something more than mere reference. The number stamped on the face of all ingots constitutes a guarantee of Tin and Antimony contents of the metal. For instance, 817 indicates

that metal contains not less than 8 per cent. Tin, 17 per cent. Antimony, the balance being Lead. We guarantee these figures, thus protecting the printer, and also giving the advantage of ready identification of the metal in bulk.

Look for these numbers on your metal.

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Telegrams:
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Established 1830.

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SMITH & YOUNG,

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: And St. JAMES' PLACE, GARLICK HILL, :

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ENVELOPES OF EVERY DESCRIPTION MADE TO ORDER,
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DESIGNERS & ENGRAVERS

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DIE SINKERS & RELIEF STAMPERS.

DIES OF ANY SIZE UP TO LARGE 4TO HEADINGS
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SPECIAL MACHINES FOR LONG RUNS.

SEAL ENGRAVERS & PRESS MAKERS.

PATENT LEVER PRESSES FOR EMBOSsing AND PERFORATING,
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BLOCKS FOR GOLD BLOCKING, BRASS OR STEEL HAND STAMPS.

LETTERPRESS & COPPER PLATE PRINTERS.

BLACK BORDERING & GUMMING.

TRADE ONLY.

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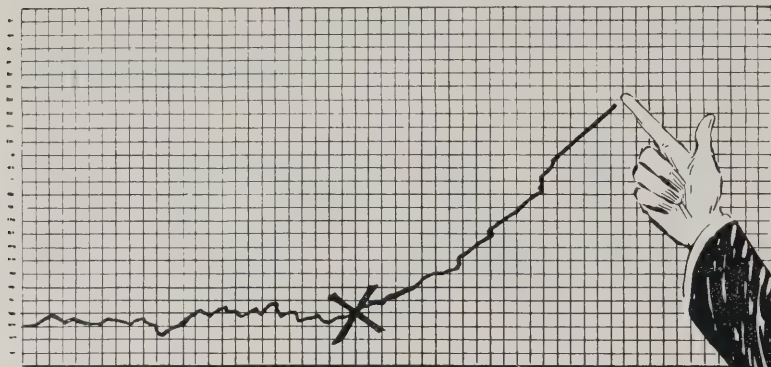
The “Monotype”

(The All-purpose Type Composing Machine)

By the use of the “Monotype” composing machine all the advantages of single type composition are maintained, combined with speedy output and economical production. No printer to-day can afford to follow in its entirety the hand method of production of a past age (unless, of course, he is not in business for profit). The space occupied by rows of composing frames and the miscellaneous assortment of type trays which at one time formed the main features of the average composing room is now more profitably occupied, one “Monotype” machine producing in a very limited space the output of half a dozen hand compositors. For speed, quality, and versatility the “Monotype” composing room method stands supreme.



THE LANSTON MONOTYPE
CORPORATION LIMITED,
43 and 44, Fetter Lane, LONDON, E.C.4



Then
production
soared



WHEN feeding by hand, production is kept at a low, variable level. In order to increase output the old method was to install more presses and additional labour . . . a costly and unsound policy.

To-day, the modern printer can see his productions soaring high on his works chart, without adding to his office staff or any considerable expenditure in installing more presses. The installation of CROSS AUTOMATIC FEEDERS is the means of getting the fullest possible results from existing machines.

Get the most out of YOUR machines! It is possible to immediately double the capabilities of your machines by fitting CROSS CONTINUOUS AUTOMATIC FEEDERS.

This alone will eliminate the uncertainty of hand feeding, save the previously wasted time spent in stoppages for "lifts," save wasted paper through improper hand feeding, give accurate and consistent register, and relieve a man "tied" to the feedboard of the machine. These are facts, not theories, and will all help to increase profits as well as output percentages.

A British-made Product

Write to-day for fuller details of the CROSS FEEDER. It is speedy, labour-saving and easily operated. BRITISH PRINTERS will do well to have in mind that Cross Feeders for the United Kingdom and Colonies are manufactured in England!

CROSS AUTOMATIC FEEDERS

THE CROSS PAPER FEEDER CO., LTD.

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Telephone : City 6333.

Telegrams : "Crofeedco, Fleet, London."

Cables : "Crossfeed, London."

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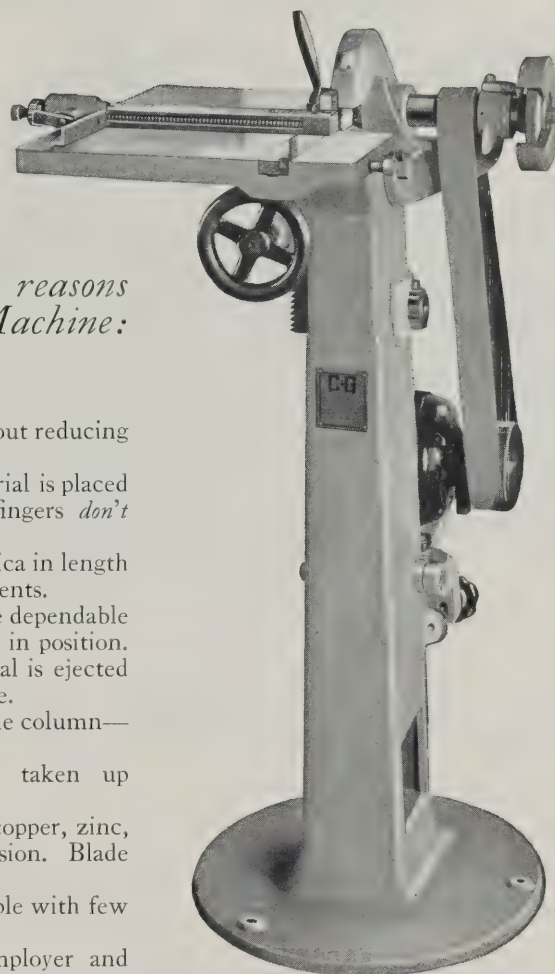
(Machinery Department)

The Trimmer Machine

THE SIMPLEST,
SPEEDIEST, SAFEST,
MOST EASILY
OPERATED
SAW-TRIMMER

*Undernoted are TWELVE reasons
why the Trimmer is the best Machine:*

1. A powerful work-holding device.
2. Instantly set, self-locking end gauge.
3. Graduated mitre gauge—mitres without reducing length.
4. Absolutely safe and fool proof. Material is placed in front of gauge. Operator's fingers *don't go near the saw blade.*
5. Will saw and trim to less than one pica in length by points, without adding attachments.
6. Ribs of slugs can be trimmed off. The dependable work-holding vice will hold them in position.
7. Column cannot clog, as waste material is ejected from side, passing clear of machine.
8. Sawdust is compelled to pass down the column—not through the air.
9. Motor on bracket—belt slackness taken up immediately.
10. Universal saw blade to cut brass, copper, zinc, wood, and lead with equal precision. Blade sharpened on the machine.
11. Heavy construction throughout. Simple with few parts.
12. The most economical saw for employer and employee. New attachments can be fitted for other work.



Model No. 2

Head Offices : 82 & 83 Chiswell Street, E.C.1

AND AT 9 MOSLEY STREET, MANCHESTER

Set in Caslon Old Face Heavy Open and Lining Caslon Old Face

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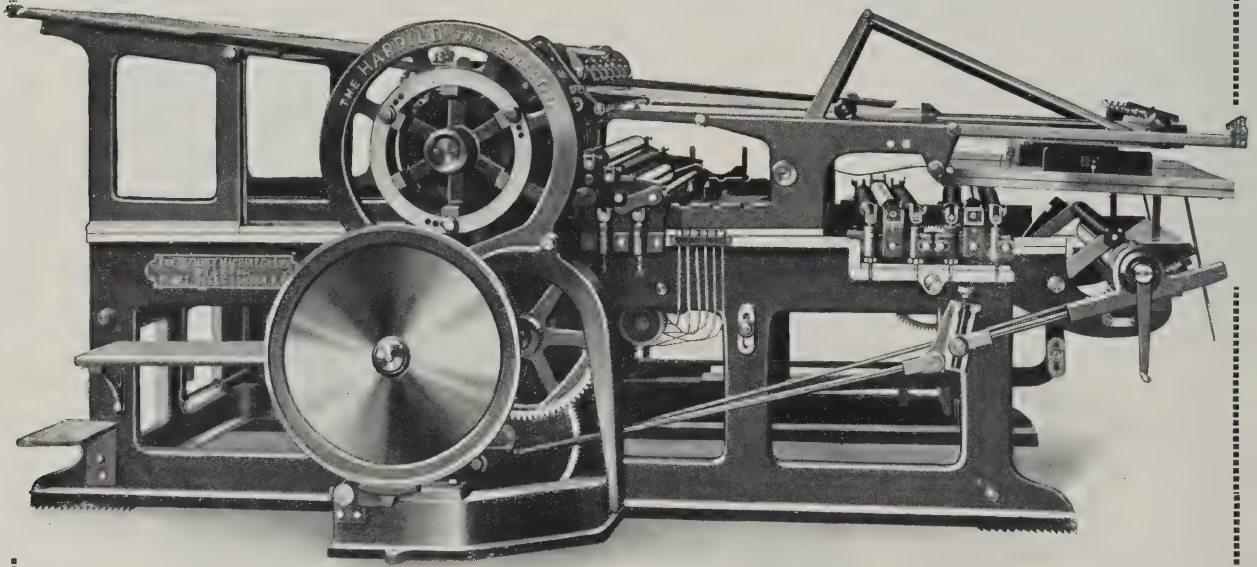
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1809—1926

COMPOSITION

THE "HARRILD" TWO-REVOLUTION

The Ideal Two-Revolution Machine



Sizes: DOUBLE ROYAL & QUAD DEMY

Super Rolling Power.

Four $3\frac{1}{2}$ in. Dia. Inkers
cover full D. Royal forme.

UNYIELDING IMPRESSION UNDER HEAVIEST FULL-SIZE FORME

PERFECT SHEET DELIVERY, PRINTED SIDE UP

Every detail combines to make the "HARRILD" the **finest** and **fastest**
Two-Revolution procurable.

Full details and booklet on application.

HARRILD & SONS, Ltd.,
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AN OLD FRIEND IN FICTION PORTRAYED BY ENGRAVING.



DON QUIXOTE.

Drawn by E. Bouverie Hoyton.

"He was seized with the strange belief that it behoved him for the advancement of his glory and in the service of his country, to become a knight-errant exposing himself to dangers which, being surmounted, might secure to him eternal glory and renown."

FEW people will deny that Fine Line work from the pen has a charm all its own; but to retain that charm in the reproduction calls for skilled engraving. If you use Fine Illustration in your advertising, you may

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THE NICKELOID

ELECTROTYPE COMPANY LTD.,
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THE PICTURE — THE WEDGE OF THE SALE

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THE MANUFACTURER'S OPPORTUNITY.

THE FIRST Stationer's OWN Exhibition

devoted exclusively to the
**STATIONERY
FANCY GOODS &
ALLIED TRADES**

will be held

May 11th to 26th, 1927, at the
**Royal Agricultural Hall
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*This Exhibition is under the Patronage of
THE STATIONERS' ASSOCIATION OF THE UNITED KINGDOM*

For plans and full particulars apply to the Organisers:

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4, Vernon Place, Southampton Row,
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They help you through the rush



Regd. Trade Mark.

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are generally dangerous, for if used to excess, they produce just the opposite effect. This is not so with

SECCOPRESTOL

the New Quick Dryer, which produces an immediate drying effect hitherto unknown, the intensity of which actually increases with the quantity of "Seccoprestol" added.

Sample 1lb. & 2lb. Tins.
at 6/- per lb.,
Postage Extra

PRINTING ON METAL
is robbed of its difficulties by the use of

PLAKATIN

which enables perfect results to be obtained at a temperature of only 190°C. instead of the usual 50 to 600°C. Only sufficient "Plakatin" is needed to make the colours pliable and perfect hardness and a brilliant lustre are obtained.

Sample 1lb. & 2lb. Tins.
at 6/6 per lb.
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Regd. Trade Mark.

IT'S just when you're "pushed" that things go wrong; it's just when you're rushed that troubles occur—little mishaps that grow and beget others—all striving their hardest to make you break faith with your customer.

Maybe the ink won't dry; perhaps the paper "plucks"; sometimes the ink is absorbed too readily, sometimes too slowly. If it's Litho work, oxidation sets in—and so on!

Always these troubles occur when time is short, Your customer's phoning—machine minder's groaning—everybody's frantic—more things go wrong.

These things would not occur if you had used one or other of the "RESTOREX" Remedies. You should get personally acquainted with them without further delay.

The Book of "Restorex" Remedies tells you how to forestall every difficulty you know of, or are likely to meet with. Write for your copy to-day, free and post free.

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LONDON, E.C.1. Telephone: Clerkenwell 4124.

"IF a man can write a better book, or make a better mouse-trap than his neighbour, even though he live in the woods, the world will make a beaten path to his door."



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DESIGNED AND ENGRAVED IN OUR OWN STUDIOS

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Can you overtake the loss?

Yes, if we all work together

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A British Machine for British Printers.

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For new designs, or anything you have a difficulty in getting, COME TO US.

We cut originals of any design. No need to go to Germany any more.

See Dr. Allan Gardiner's new Egyptian Grammar, and judge what we have done in cutting Hieroglyphics for the standard grammar of Ancient Egyptian Writings, made possible by the combined efforts of Dr. Allan Gardiner, The Oxford University Press, and R. P. Bannerman & Son, Limited.

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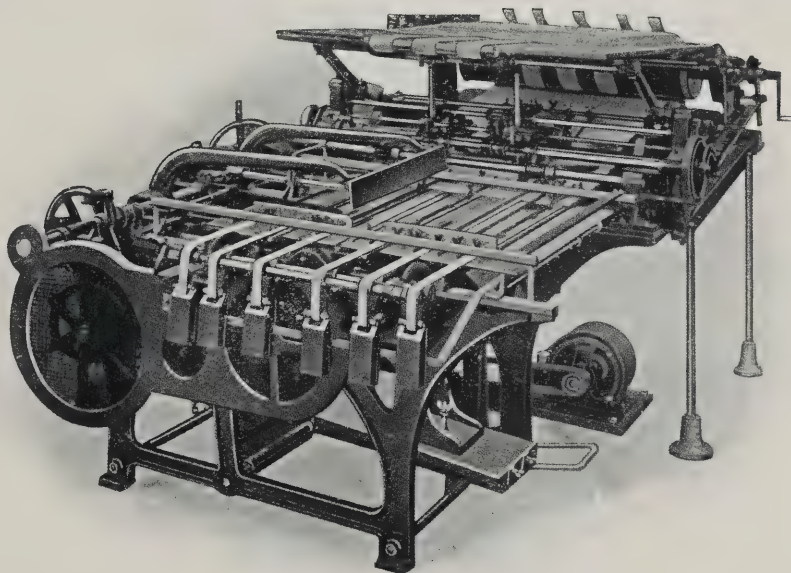
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Cables:
A B C
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**Specialists in all classes of Labour-saving Machinery
for the**

Printing, Bookbinding, Box Making and Stationery Trades.

LATEST AUTOMATIC FOLDING MACHINE



This Machine is capable of folding all classes of Paper, including highly glazed ART PAPER WITHOUT CREASING.

OUTPUT—30,000 to 40,000 sheets in 8 hours.

The Machine can also be supplied for HAND or Semi-automatic Feed.

We also Specialise in

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"MARTINI" SIMPLIFIED BOOK SEWING MACHINES

MILL 414

M.G. PURE

Bleached Sulphite

Also UNBLEACHED

REELS and
SHEETS*Stock and quick
Delivery for
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THE NATIONAL PAPER & PULP CO. LTD.

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Telegrams : "WOODPULP, LONDON."

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Finest Printing Inks

properly adapted to the JOB, provide
"THE ONLY WAY" to ensure PRINTING
of surpassing merit. To "SELL MORE"
PRINTERS must strive every time to
"go one better."

SLATER & PALMER'S

long experience, close study of modern
PRINTING conditions, and up-to-date plant,
are at your service.

S. & P. make the INKS your work demands

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The Danger

SIR T. M. LEGCE, Senior Medical Inspector of Factories, has authorised us to reprint the following extract from his report on "Lead Poisoning among Printers" :—

"All reported cases can definitely be said to be due to the inhalation or breathing in of either dust or fume containing lead. Handling of type metal and fresh type is harmless. The stereotyper and foundry worker get lead poisoning from drossing the molten metal, careless dumping of the dross on the floor, and the subsequent sweeping up and bagging operations."

and how to avoid it



Firms in the neighbourhoods of London, Manchester, Bristol and Glasgow, should write for details and prices of our :—

'LOCAL' type Dross Containers

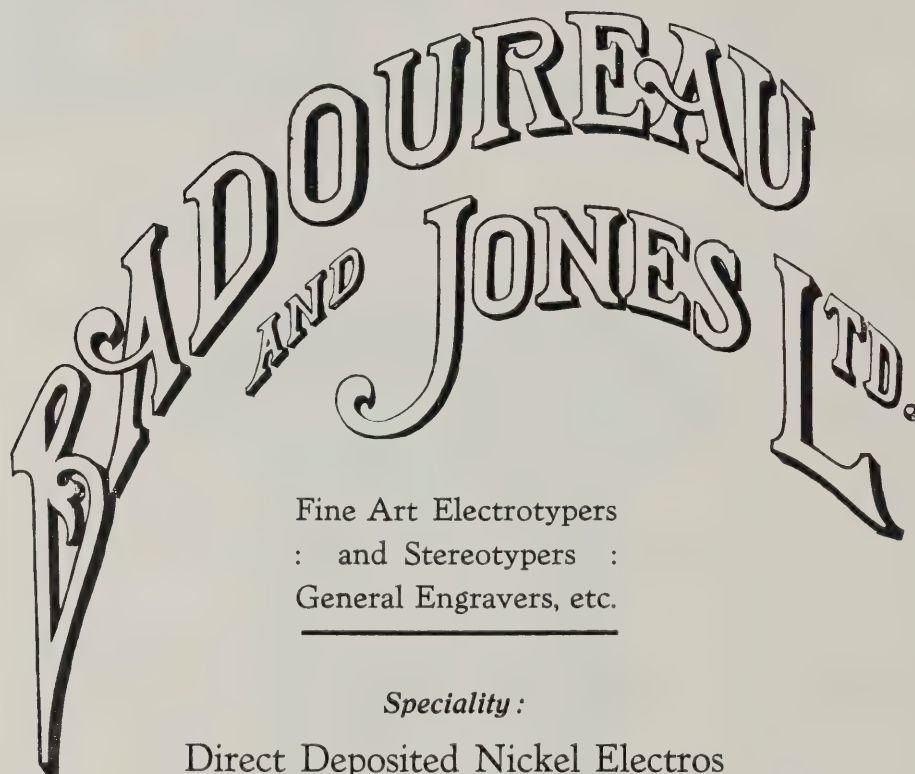
Fry's Metal Foundries, Ltd., 25-42, Holland Street, Blackfriars, London, S.E.1.

Hargreaves Street,
Red Bank,
MANCHESTER.

104, Bellevue Road,
Easton,
BRISTOL.

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City,
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Fine Art Electrotypers
: and Stereotypers :
General Engravers, etc.

Speciality :

Direct Deposited Nickel Electros
(Nickel Deposited direct upon the Mould) for
Colour Work, Cartons and Cardboard Boxes,
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Telephones :
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Stereotyping

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Bridewell Art

If you want to get the best results
You must use a high-class paper.

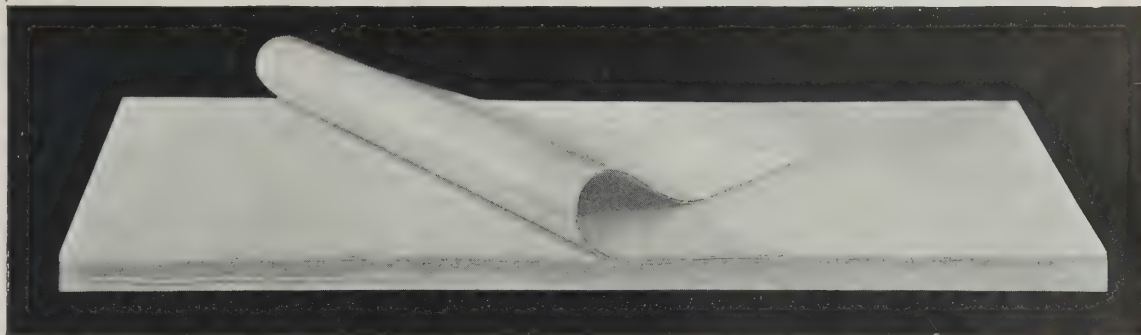
Trial Sheets and Prices on Application.

SAMUEL JONES & CO., LTD.,
BRIDEWELL PLACE, E.C.4.



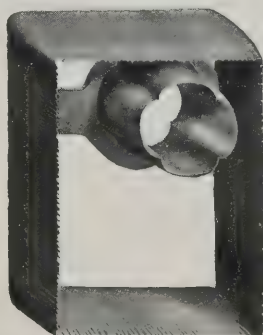
Regd. Trade Mark

"CAMBERWELL
BEAUTY"



Erskine
Regd Trade Mark

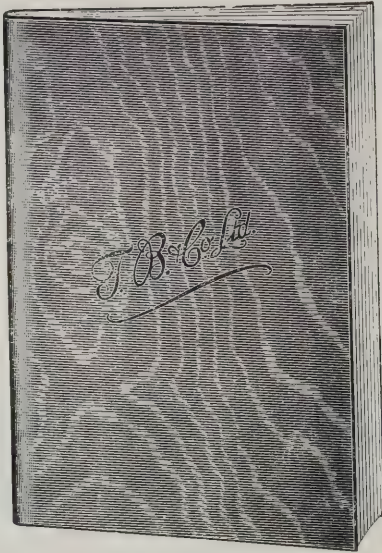
The "Quality" Mark for Plain or Fancy Cutters



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& SONS,**
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LEICESTER.

Phone : 178 PRIVATE EXCHANGE

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**Have you seen
this Book?**

*If not send for
a copy*

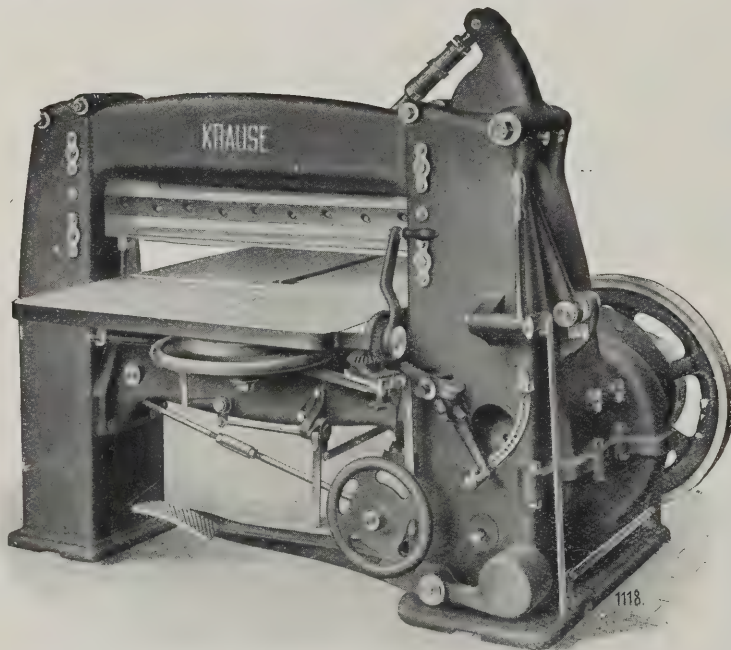


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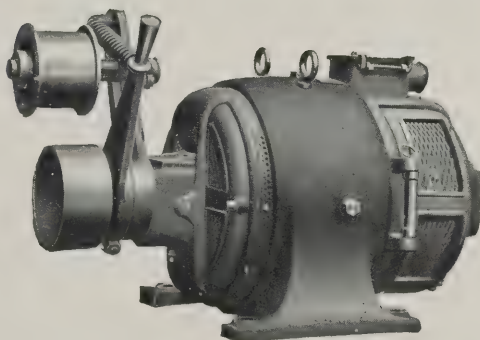
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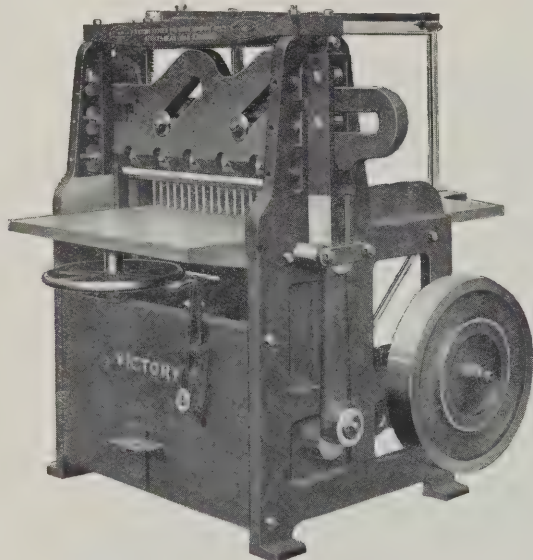
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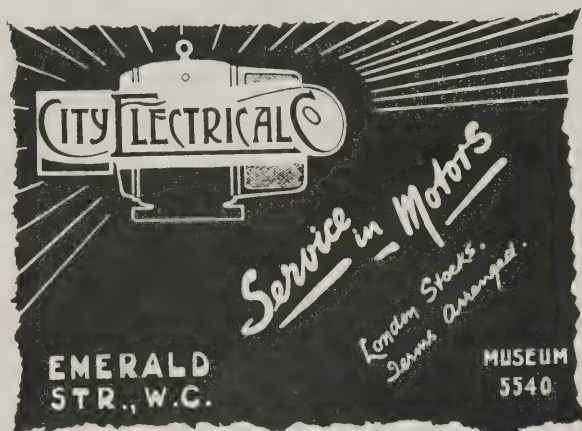
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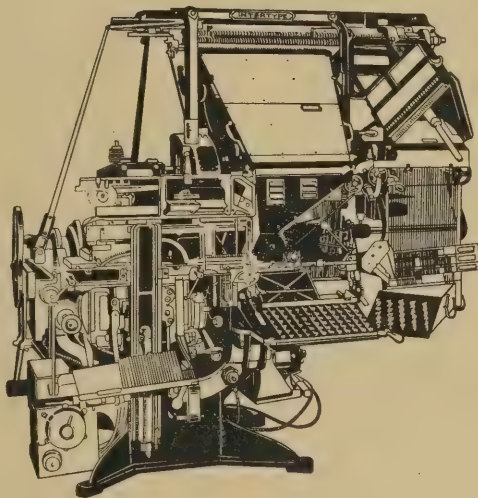
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